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ABSTRACT

This document analyzes the social and demographic characteristics of Pitkin County, Colorado (population 12,000) and the Pitkin County Library located in Aspen (24,000 volumes). The report contains statistics gathered from the 1978 Mid-Term U.S. Bureau Census of Pitkin County, as well as other statistics from local, state, and federal sources; the library portion provides an analysis of data from library user and non-user studies and surveys conducted between May 1977 and August 1978. Separate chapters cover the community, including aspects of transportation, communications, community agencies, commerce, and tourism; the library background; library facilities; library operations; library use studies; and library services and programs. The final chapter presents conclusions and recommendations for improving library services to the community. The impact of the tourist nature of the town, the existence of a highly transient working class, and the affluent nature of the community are discussed in relation to possible service and program implications for the library. A bibliography is included. (Author/JD)

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Community Analysis for the Pitkin County Library

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by
Florence M. Kirwin
County Librarian

Pitkin County Library
Board of Trustees
Aspen, Colorado

February 1979

IR007731

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PREFACE

This study came about as the result of a seminar on the community analysis technique held at Peaceful Valley Ranch, Lyons, Colorado, May, 1977. Dr. Roger Greer and Ms. Martha Hale of the Community Analysis Reasearch Institute taught the technique, shared their expertise and provided encouragement which have helped to bring this report into existence.

At the Pitkin County Library, thanks to the staff who provided many hours of assistance in assembling data. The Library Board had also provided unfailing support and enthusiasm, both for the library and for the undertaking of this report.

A special word of appreciation to Anne Mojo who worked during the summer of 1978 collecting data. Without her many hours of work this report could not have been completed. Thanks also to Carol Pielstick for her many hours of good humored typing, and retyping which shaped this report into its final form.

Schopenhauer. Men of Learning.

"Of human knowledge as a whole and in every branch of it, by far the largest part exists nowhere but on paper -- I mean in books, that paper memory of mankind. Only a small part of it is at any given period really active in the minds of a particular person. Every generation attains, on its hasty passage through existence, just as much of human knowledge as it needs, and then soon disappears. Then follows, a new generation, full of hope, but ignorant, and with everything to learn from the beginning. It seizes, in its turn just so much as it can grasp or find useful on its brief journey, and then it too goes its way. How badly it would fare with human knowledge if it were not for the art of writing and printing. This is what makes libraries the only sure and lasting memory of the human race."

Scilken's First Empirical Law of Library Science.

Librarians much prefer buying books no one wants in preference to buying books they know everyone wants, or it's better to serve a possible reader tomorrow than an actual reader today.

Library Efficiency. (Attributed to Ralph Shaw)

Library efficiency frequently consists in doing well what needn't be done at all.

Harry Dewey's Law.

What saves the librarian's time usually cost the reader his.

INTRODUCTION

The Pitkin County Library is located in a community which esperienced the effects of boom growth for the past 15 years. This growth has resulted in heightened governmental and community consciousness of the necessity of applying planning and control mechanism to the areas of land use, population density and growth, open space use, and the utilization of community services and facilities.

The population of Pitkin County has been characterized as "typically wealthy, young, highly educated, liberal and isolated geographically." They meet most of the criteria discussed by Berelson as what constitutes a library user in his classic study, "The Library's Public". Knowing this much about the population and community is not enough, however, since Pitkin County is facing extreme pressures which will greatly affect the make-up of its future population. Pressures from tourists demands, rising land costs, high prices, automobile pollution, inadequate supply of housing are all factors which may determine changes in the nature of the county and the make-up of the population in the next ten years. The forum for decisions is the whole county and it is certain that the library as an institution in the community, will be affected by the outcome of these decisions.

It has become apparent that the library needs to adopt a planning technique in order to determine the type and scope of future services. The community analysis approach is felt to be a very effective tool to aid the planning process. The objectives of the community ananysis are as follows:

1. The first objective is to state and analyze characteristics about Pitkin County's population with regard to age, income, distribution, and social patterns which are unique or predominant in the community. Questions such as: What are the differences between seasonal employees and long-term residents? Will the decline in the number of school age children affect the children's library services? How significant an impact do the nearly 2 million tourists yearly have on the library which is perceived as being a non-tourist, resident-oriented facility?

2. This report will also gather information concerning the individual community activities and patterns which are significant or influential to the life and character of the community. The library must decide how it will serve the transient, seasonal employee. Do the steadily rising prices and land values indicate that much of the permanent county resident population will live in remote areas of the county far from the library leaving the central core areas as tourist zones?

3. The report analyses library performance criteria such as material availability, facility usage, services provided and staffing patterns in order to determine whether the library appears to be adequately servicing its population. Are materials available in sufficient quanity and available when needed? Is the level of support for the library adequate in terms of yearly budget and in comparison with other community recreational and educational institutions? How well does the library compete with other recreational and educational agencies in the community, in perceived satisfaction on the part of the population, in regard to offered services, in terms of response time in providing answers and services in response to demands?

4. The final objective is to develop recommendations for library policy formation which will allow policies to be flexible to changeable community needs as well as provide a management tool to determine future library decisions and directions. How will the library continue to grow through a new building, a new location, branch libraries or the rearrangement of present space? Shall the hours of operation change to accomodate the night worker? Should more services, such as books-by-mail be instituted which are not tied to the library building?

The public library as an institution is designed to meet broad social needs, but it is also designed to meet individualized needs of a person, a group, or the community as a whole. The information and suggestions collected as a part of the community analysis will help determine the directions the library should take in the future which will recognize the unique qualities of Pitkin County and its residents through materials acquisition policies, and program direction. Hopefully, it will be possible, through this report, to view the library in the broadest context of the social, political and economic context of the community.

CHAPTER I: THE COMMUNITY

HISTORY

The first men to come into the Roaring Fork Valley were explorers and trappers. They were followed by miners who spilled over from Leadville, attracted there by the discovery of gold and silver. 1879 was the year of the first silver strike in Aspen, as men began to pour into the valley to seek their fortunes.

The mining boom started in ernest in 1884 and a smelter was built beside the Roaring Fork River. Two railroads served Aspen by 1887, the Colorado Midland and a spur of the Denver and Rio Grande. Small towns sprang up in Pitkin County, all devoted to mining. Some died with the end of the silver era, but others lived on with small populations.

Aspen's name was changed from Ute City, after the Indians who inhabited the region, and Pitkin County was officially established as an independent county in 1881.

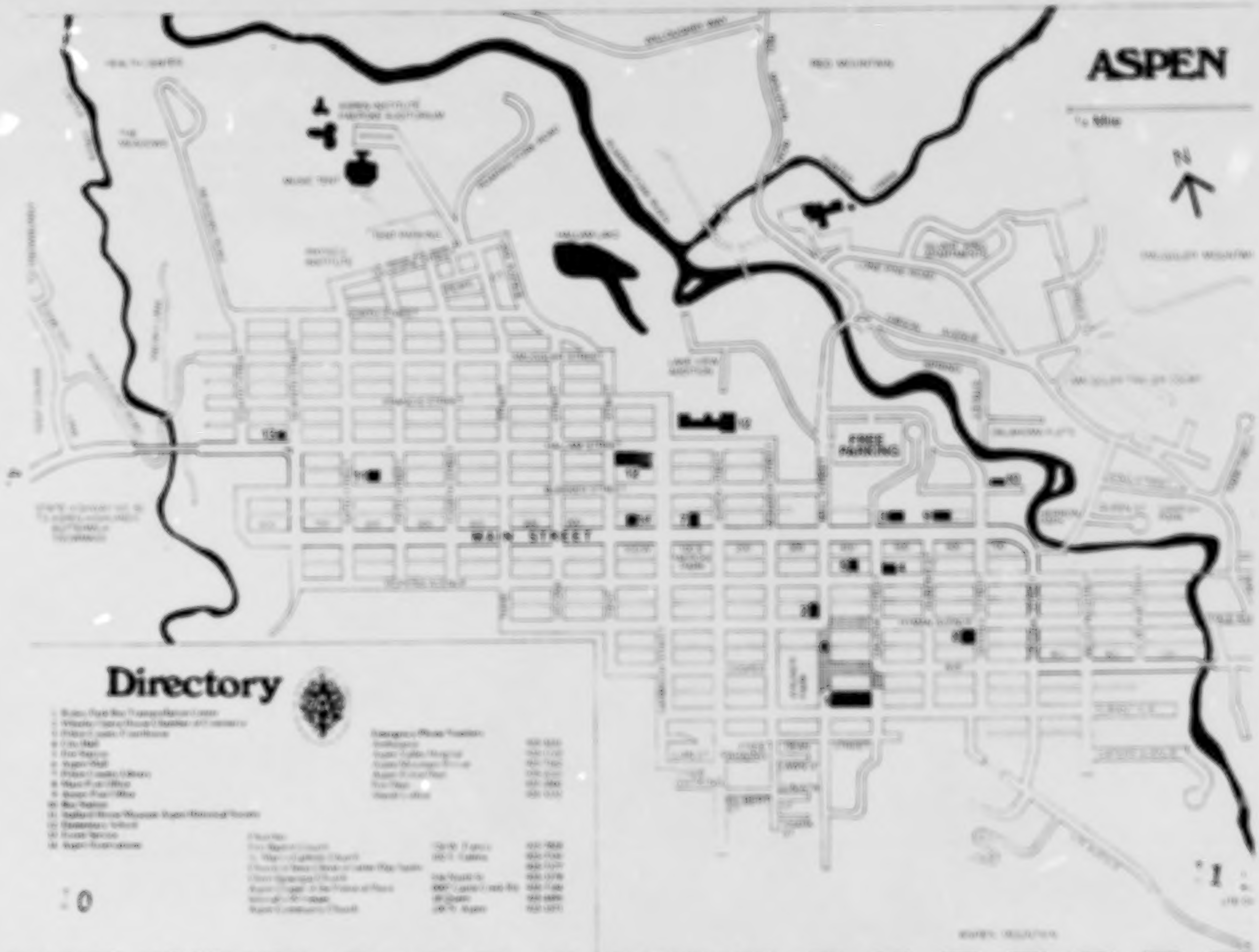
Between 1889 and 1893 Aspen boomed. Most of the town's impressive structures were built, including the Wheeler Opera House, Hotel Jerome, and the Aspen Community Church. By 1892 there were approximately 11,000 people living in Aspen, served by 6 newspapers, 3 banks, and 10 churches.

In July, 1893, Congress repealed the Sherman Act, demonitizing silver. Mining quickly declined, replaced by farming and ranching as the valley's major commercial enterprise. By the 1930's only 600 people resided in Aspen.

Aspen's transition from mining to skiing began with the Highland-Bavarian Lodge construction near Conundrum Creek in the 1940's. Money from the Works Progress Administration built a boat tow in 1946 on Aspen Mountain and the first ski run, Roch Run, named for Andre Roch, European ski authority, was cut. World War II brought the 10th Mountain Division to Camp Hale near Leadville and a number of the Division members returned to Aspen following the War. In 1945 Fredl Pfeifer, an Austrian Ski Instructor who had been in the 10th Mountain Division and Walter Paepcke, Chairman of Container Corporation of America, jointly founded the Aspen Skiing Corporation. Walter and Elizabeth Paepcke also envisioned Aspen as a cultural center and the Goethe Bicentennial held in 1949 was the beginning of both the Aspen Institute for Humanistic Studies and the Aspen Music Festival.

In 1950 the World Ski Championships for the Federation Internationale de Ski (FIS) were held in Aspen and the town was on its way to being known for its skiing. Aspen Highlands opened in the winter of 1958-59, Buttermilk opened in 1959, and Snowmass followed in 1967. Aspen Mountain, Buttermilk and Snowmass were all owned and operated by the Aspen Skiing Corporation. Business has boomed and skier visits number in the millions each year. Aspen is the hub of the county with nearly 90% of the revenues generated coming from the town.

The 1970's have brought great changes to the area. The strong policies of limiting population growth and commercial expansion have slowed building and escalated land values. The sale of the Aspen Skiing Corporation to 20th Century Fox and the incorporation of Snowmass Village resort into a town government are bound to promise changes in the future. Complex problems of downzoning, land use, and population pressures, and how well the pressures are met, will determine the quality of Aspen's life in the future.



Directory

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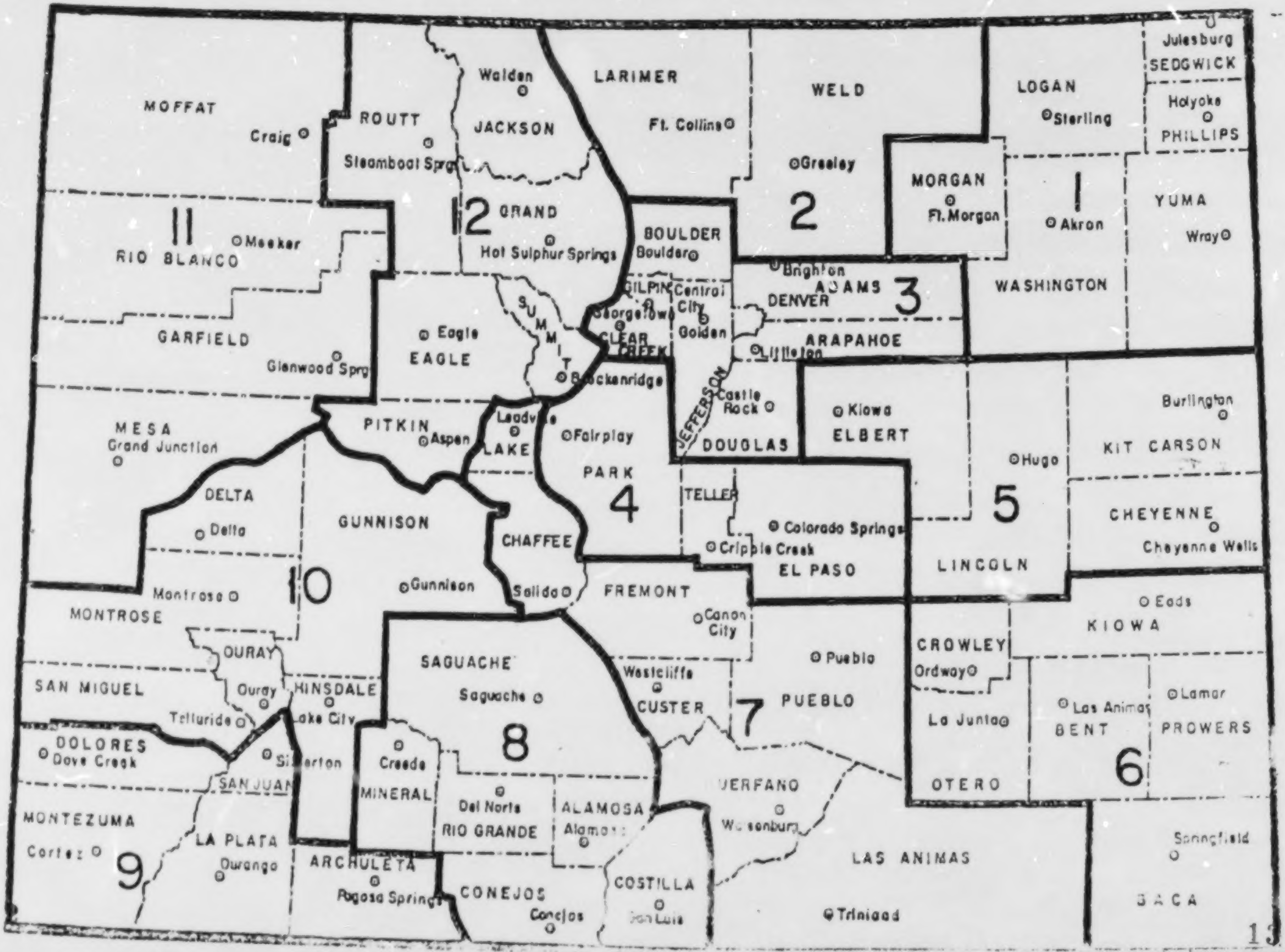
STATE OF COLORADO



TOPOGRAPHY

Pitkin County is located in west-central Colorado. Of the county's 974 square miles, approximately 82% are federally controlled. Most federal property is located at elevations above 8600 feet while the remaining private land is located in valleys at elevations of between 6300 and 8600 feet.

GENERALIZED LAND USE

Total Area in Pitkin County	622,434 acres
Irrigated Cropland	23,040
Grazing and Pasture	11,520
Forested	327,520
Alpine	138,240

LAND OWNERSHIP

Private, Forest Service and Bureau of Land Management Land in Pitkin County

	Acres	% of Total
U.S. Forest Service	485,724	78.
Bureau of Land Management	27,108	4.4
Private Land	109,602	17.6
Total Land in Pitkin County	622,434	100.

The large ownership of land by the government is significant since it very likely will result in extremely limited growth patterns in all but the privately owned river valleys. Furthermore, although some tax revenues are returned to hte county from payment in lieu of tax legislation for the portions af government controlled lands, most federal land does not return tax revenues to the county. In an era of increasing inflation, the county may find that the finite taxation base presents problems in terms of enlarging tax revenues for programs and services.

The county in mountainous, bordered on the east by the Continental Divide and on the south by numerous 14,000 foot peaks. High mountain areas ranging from 6,400 to 14,300 feet predominate in the county. This terrain makes all but a small portion of the county unsuitable for commercial or industrial development. On the other hand, the mountain topography has been important in making Pitkin County a prime recreational site with skiing in the winter and a variety of other activities such as fishing, camping and biking in the other seasons.

The three major river drainage systems are the Crystal River, The Roaring Fork River and the Fryingpan River.

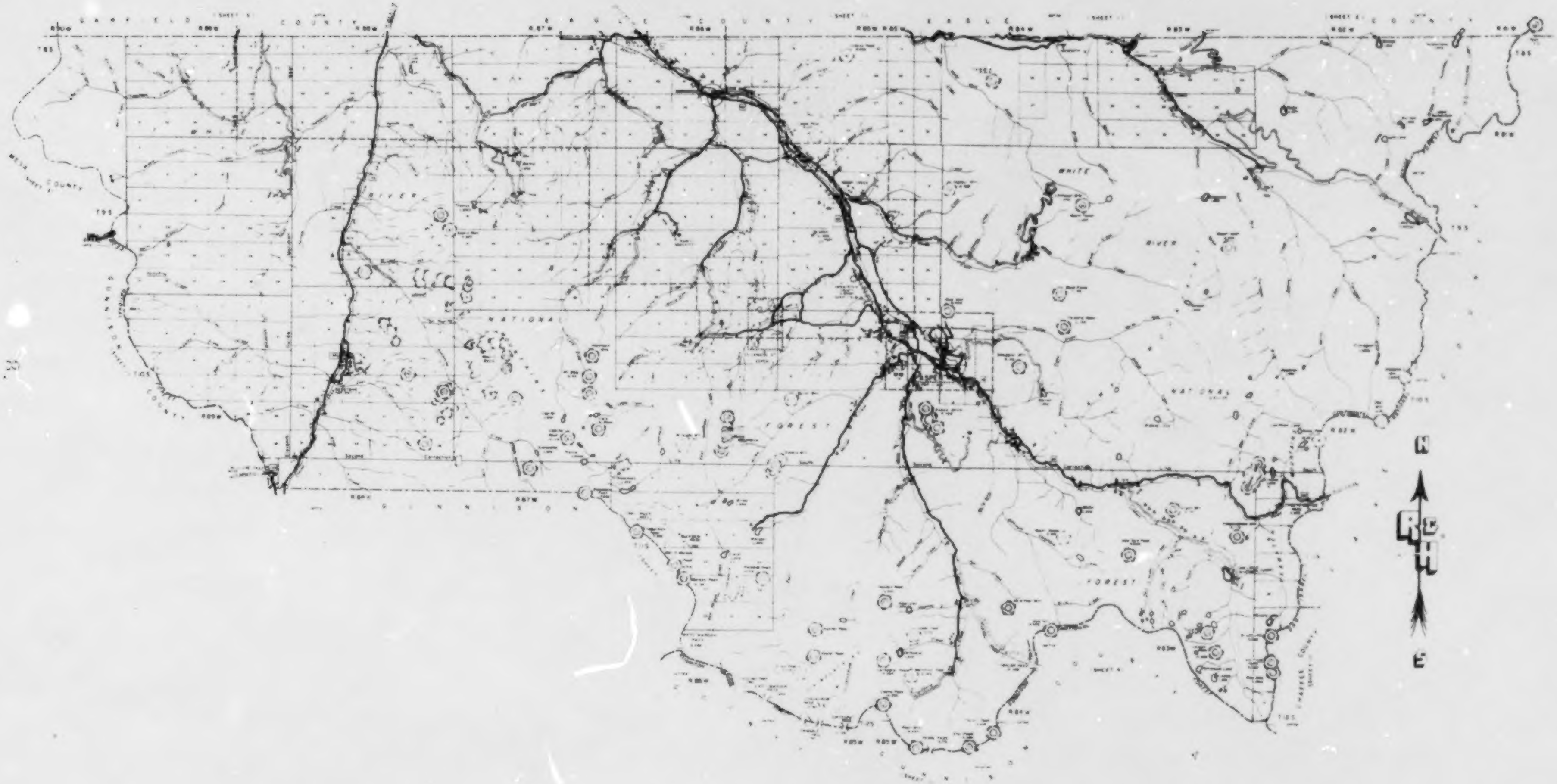
Topography has controlled the development of the county with settlements located in the valleys. Roads mainly follow stream courses on valley floors and some roads are blocked during the winter months.

Aspen is the primary incorporated municipality, which accounts for at least 50% of the population of the county. Aspen lies at 7,900 feet in the Roaring Fork Valley which runs east to west. The remaining population centers are located northwest of Aspen, including Snowmass Village, and smaller residential settlements accessible from Colorado State Highway #82.

Pitkin County is bordered by Garfield County and Eagle County to the north, Gunnison County on the west and south, Lake County to the east. During the winter months Pitkin County is accessible only from northwest via Colorado State Highway #82, although in the summer Highway #82 is open to the east. Pitkin County is isolated from the major Colorado cities of Denver and Colorado Springs. Glenwood Springs, located 40 miles northwest in Garfield County is the next largest town. Most front range cities are over 200 miles from Pitkin County.

The county is heavily forested with the timbered areas consisting of conifer pine forests. The natural vegetation includes Aspens, evergreens, pines and pinion juniper. Soil types range from light to medium textured meadow soils in the valleys, to shallow, stony, alpine soils. Natural vegetation includes grasses and willow trees.

PITKIN COUNTY



CLIMATE

The climate of Pitkin County is strongly influenced by the mountainous terrain and high elevations. As air masses rise up over the mountains, they are cooled rapidly and forced to give up moisture in the form of snow or rain, thus giving the mountainous areas a far greater amount of precipitation than the rest of the state. Pitkin County experiences large temperature changes from summer to winter and rapid weather changes due to storms traveling from west to east.

The climate is variable in Pitkin County due to the above noted factors, but overall the climate is mild and ideal for outdoor recreational activities. The sun shines over 300 days per year and the humidity is very low. Pitkin County is relatively arid with an average annual precipitation measured at 24.4 inches in Aspen. Much of the precipitation comes in the form of snow. Aspen receives an average snowfall of 139 inches at 7900 feet while an average of 314 inches of snow falls on Independence Pass at an elevation of 13,000 feet.

January is the coldest month with a mean average temperature of 20° F. July is the warmest month with an average temperature of 62°F. Year-round daytime temperatures average 56°F, varying from 79.8°F in July to 33.8°F in January. The year-round mean temperature for the county is 40.5°F.

The topography and climate in the county have a number of implications. The high mountain terrain with accompanying cold weather and snow is not attractive to the elderly, and this is one factor among several which will determine that the county's population may on the average always be younger than other parts of the country. Futhermore, the weather has a demonstrated impact on library usage, since cold, snowy or rainy days see a predictable jump in library attendance when persons normally engaged in recreational activities are forced inside.

TRANSPORTATION

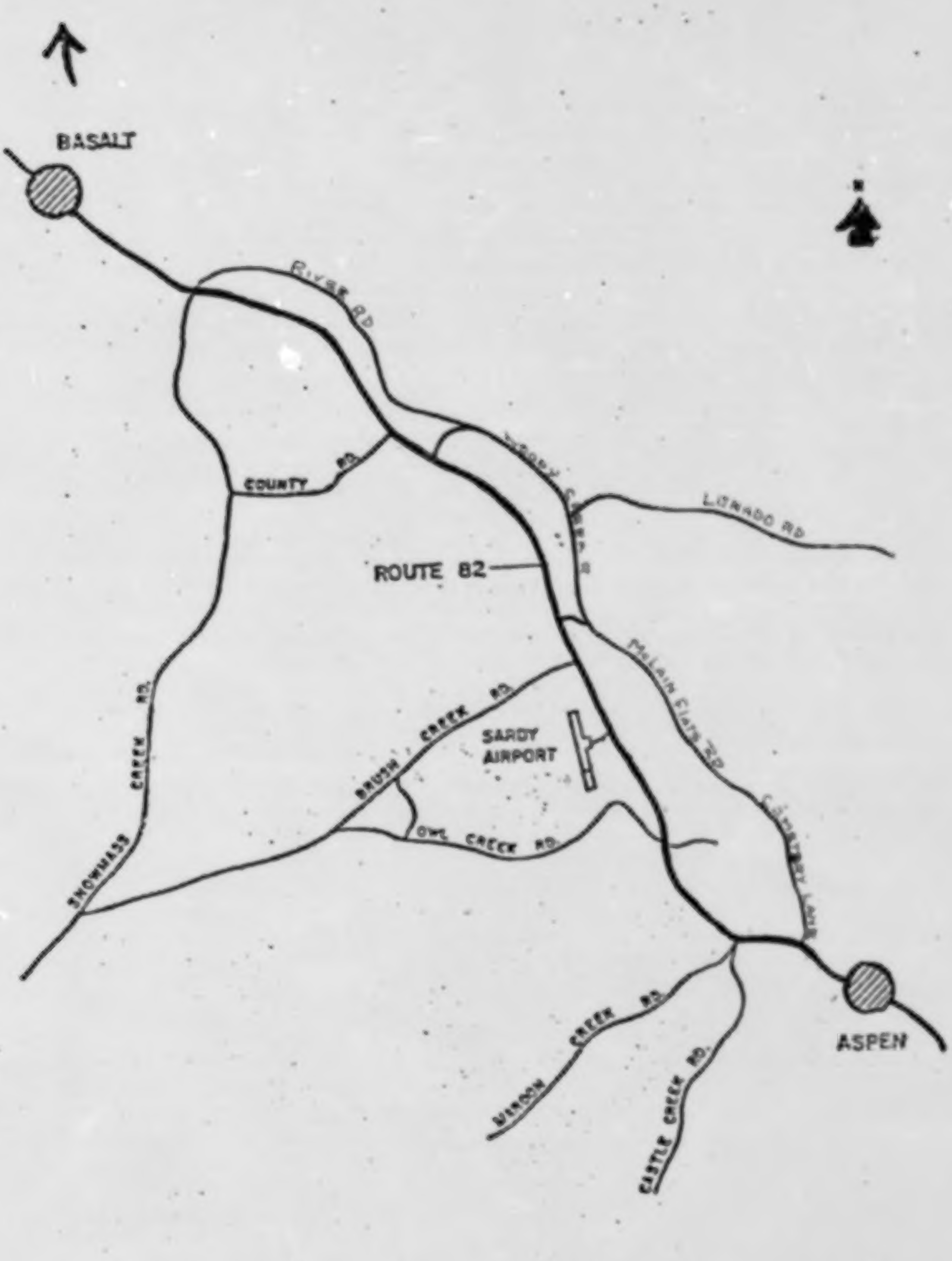
Transportation options within Pitkin County include travel by automobile. buses and air. There is no passenger rail service in the county. State Highway #82, a two-lane road which traverses the county from Glenwood Springs in the Northeast over Independence Pass in the Southwest, is the primary auto route in the county. Access to Aspen by automobile is profoundly affected by the annual closing of Highway #82 at Independence Pass each year between Thanksgiving and Memorial Day, since Aspen becomes what is termed a destination resort, a 40-mile special trip from Glenwood Springs.

DAILY TRAFFIC AT SELECTED SITES IN PITKIN COUNTY - 1974

Within 3 miles of Aspen:	Yearly Average	Summer Average
Hwy. #82 at Castle Creek Bridge	14,700	17,300
Hwy. #82 at Cemetery Lane	13,200	15,500
Hwy. #82 at Maroon Creek turnoff	12,300	14,500
Hwy. #82 at Airport	8,100	9,500
Hwy. #82 at Brush Creek Rd. turnoff	6,400	7,500

TRAFFIC ON OTHER COUNTY ROADS

Brush Creek Road	3,600	4,200
Owl Creek Road	400	470
Maroon Creek Road	3,400	4,000
Castle Creek Road	1,700	2,000
Cemetery Lane	2,900	3,400



SOURCE: Colorado State Highway 82, Design Study Concept
Lawrence Halprin & Associates, June 1975

Reviewing the traffic count patterns, there is no doubt Highway #82 is the main corridor of automobile traffic into Aspen. The second most highly used road is Brush Creek, leading to Snowmass Village. The transportation patterns reflect a number of obvious patterns about the county, that most people travel into Aspen for jobs, services, etc., that traffic, once it is within one mile of Aspen is concentrated on one road, Highway #82 and that the impact of the opening and closing of Independence Pass can be clearly demonstrated by the increase in traffic patterns during the summer months.

Automobile usage patterns show a steady growth rate. Automobile vehicle registration has been increasing 13% each year and traffic analysts project that by the end of 1979, 27,700 vehicles will enter Aspen each day.

Over the past several years, a variety of transportation studies and evaluations have been performed, both by outside consultants and "in-house" staff, in order to determine ways to reduce the impact of the automobile. Various alternatives have been considered, including light rail transit, downtown malls, trails construction, underground parking structures, decreasing downtown parking spaces, enlarging Highway #82 to four-lanes, improving Highway #82 as a two-lane, road closures in critical endangered areas, and extensive mass transit services in the form of buses. The City and County governments have adopted a comprehensive transportation policy position outlined in the Aspen/Pitkin County Growth Management Policy Plan. This plan emphasizes use of an efficient bus system, and attractive malls and trails, which will work to encourage alternatives to automobile use.

In 1975, the County and City began the first bus transportation system providing service within the City and County and to population centers in neighboring counties. Ridership has grown steadily although as noted above, so has automobile traffic.

Buses are increasingly being used to decrease automobile impact. In 1977, the first bus service to the Maroon Bells, June - August, was instituted, replacing automobile access. In 1978, the county will provide comprehensive skier shuttle services as part of an increasing trend to get tourists out of their cars and into public transportation.

The airport also plays a significant role in the county in terms of usage and as part of the overall transportation planning and auto disincentive programs. Pitkin County's Sardy Field is Colorado's second busiest airport for commercial and private air operations. Two regularly scheduled commuter airlines provide 43 daily direct flights between Aspen and Denver. Charters provide a variety of options and private use is very high. Many Aspen visitors reach Aspen by airplane, once here they rely on rental cars or public transportation while in Aspen. The busy airport is significant for the county also because it allows Aspenites an easy, inexpensive and regular means of exit from Aspen to many points in the United States and foreign countries.

County planning documents[1] point out that transportation solutions have to be sought since failure to deal with the increasing number of cars will result in highway conjestion, inadequate parking and intolerable air pollution. Planners suggest that future housing development in remote areas of the county should only be allowed to develop if there are adequate transportation alternatives to the car, such as buses which would ease access to Aspen. Thus the library should be aware that future decisions regarding new employee housing developments, and further development of potential service areas may be influenced by the quality and availability of alternatives to the automobile.

The library should also conduct further study to determine personal transportation patterns of individuals reaching the library. A walk-in survey of 398 users conducted in July, 1977, found that when asked the question "what mode of transportation do you normally use to reach the library?", 39% responded they used only their car, while 41% indicated they walked, biked or took the bus. The implication may be that there are two distinct service populations, those who drive into Aspen and those who reach it by other modes of transportation because it is within easy distance of their living quarters. Furthermore, this "walk-in" figure may reflect again the impact of the tourist, since the library is highly visible and easily accessible to the tourist located as it is near tourist lodging and shops.

For the present, the library should give serious consideration to implementing book drops in various areas of the county. The bus system might also be utilized in some manner to deliver or return books and library items from a number of selected sites around the county. Book drops at roadside locations would also have the advantage of heightened visibility for the library and would likely be utilized if they were placed at sites where maximum traffic flow converged or persons waited for bus transportation.

The other implication for the library seems to be, at this time, the fact that the automobile will continue to serve as the primary mode of transportation within the county and any future library planning for new facility or an addition, must address the need for parking facilities located near the library building.

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[1] William G. Kane, Aspen/Pitkin County Growth Management Policy Plan, Aspen, CO., (Aspen/Pitkin County Planning Office, 3rd Draft, 1956), p. 52.

COMMUNICATIONS

For a community of 12,000 residents, geographically remote from major population areas, the number and diversity of communications outlets is unusual. It is interesting to note that since 1881 there have been 22 newspapers established in Pitkin County. Most had floundered and disappeared by 1900 and their disappearance reflected the decline of mining as the prime occupation and industry in the county.

Aspen is now served by two local newspapers, The Aspen Times, which dates back to 1881 and is published weekly on Thursday. The paper is widely read by local residents and states a circulation of 9500. The Weekly Newspaper (TWN) is published on Wednesday in Glenwood Springs, but has a special edition for Aspen news. The Aspen edition is circulated free throughout the county by carriers and newsstands, and has an approximate circulation of 7,000. There are also a number of regional newspapers. The Glenwood Post is a daily newspaper published in and focusing on Glenwood Springs. The Roaring Fork Valley Journal is a Carbondale newspaper which is not generally circulated in Aspen as it covers downvalley news. Two free advertising sheets, the Aspen Flyer, weekly, and a daily news flyer are also circulated throughout Aspen. Numerous glossy advertising and informational publications are distributed throughout the county, most of which are free of charge. These guide-type publications have come into existence mainly due to the resort type marketing needs of the Aspen and Snowmass Village businesses. They contain feature articles about numerous aspects of the community and are intended to reach the tourist population, although local residents use them as well. Some of these publications are: Aspen Now, Aspen Magazine, The Real Estate Guide, The Guide, Inside Aspen, Snowmass Affairs, and Snowmass Summershine. The publications tend to be in some cases seasonal in nature.

Three non-local newspapers are commonly available in Aspen, the Denver Post, the Denver edition of the Wall Street Journal and the Rocky Mountain News. Many residents also subscribe, by mail, to the New York Times, testimony to the non-native character of a large segment of the county population.

Topography is a significant influencing factor in regard to the broadcast media, since mountainous terrain precludes wide service areas. Representing the broadcast media are two small radio stations. The AM station, KSNO, operates only during daylight hours, while the FM station, KSPN, broadcasts 24 hours a day. Programming includes a variety of news, interviews, music, and community services.

A cable television system, Canyon Cable, is available to subscribers in Aspen and a portion of "downvalley" Pitkin County for a monthly charge. The cable service provides all of the five Denver stations (including the 3 major networks), a local community television station, Grassroots, and its own "weather" station which plays the KSNO radio broadcast and runs a continuous informational strip of weather, free events, community service announcements and messages. Currently there are 3866 subscriber outlets in Aspen and preliminary plans are being made to initiate the service in Snowmass Village. For those without cable service, translator repeater stations produce limited, often interrupted, poor quality television reception from Denver and Grand Junction.

In the Spring of 1978, a new television station was proposed for the tri-county area of Garfield, Eagle, and Pitkin counties, with the studio to be located in Glenwood Springs and mobile units available for assignments throughout the broadcast area. The purpose of the local television station is to produce a "substantial amount of local programming" to "focus on the unique political, social, economic, and weather problems in the Tri-County area".[1]

The most unique form of media in Aspen is the community cable television station, Grassroots. Supported by fund raising, CETA employment programs, grants, and local government contributions, it has 5 paid staff members, 2-4 interns, and a number of volunteers who actually learn the technical aspects of television as they work. A variety of live, edited, film and special programs are aired seven nights a week for approximately three hours each night. Live programs include interviews and performances by Aspen Music Festival participants on "Interlude", coverage of the County Commissioners' meetings, a "City of Aspen" show hosted by various Council members, and a very popular show, "Freetime", which allows anyone in the community the opportunity to be on the air, with demonstrations, discussions, etc. The regular edited shows include "You Name It", a childrens' program written and presented by them, "The Roaring Fork Magazine", a sports show with 4-6 minute features of local sporting events, and an interview show entitled "Focus".

Special programs have included shows on topics such as the Aspen Ski Club, Happy Time School for the Handicapped in Glenwood Springs, a tribute to Hunter Creek, the Colorado water problems, the impact of growth, election coverage, and transportation.

The library has recently entered into a contract with Grassroots to preserve the majority of the programming content of the station. Twice a year, Grassroots will turn over the master video tapes of their programming for storage in the library. The library in turn will allow public access to the programming and supply Grassroots with a blank videotape to replace the donated cassette.

According to the goals of the library, it is hoped to continue and expand the local videotape collection, adding video materials from the Aspen Design Conference and a number of local commercial sources. With the acquisition of video equipment the library will be able to function as an access point to video for the community. The next step would be production in cooperation with Grassroots and the High School, which both have production capability.

According to a survey conducted by State Library[2] of the citizens of Colorado in 1973, 76% of Colorado residents listen to radio or watch television every day, while 67% said they read a newspaper each day. It is believed these figures would hold true in Pitkin County. These communications outlets cannot be ignored and the library should be exploring ways to exploit these services. Paid advertisements on radio, television and in the newspapers should be strongly explored as a means of making more people aware of library services. Peak commuting hours such as 7:30-8:30 am, and 4:30-5:30 pm, might be ideal times to run library information spots which would be specially designed to reach the "downvalley" residents who commute into Aspen each day.

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[1] U.S. Federal Communications Commission. *Petition for Rule Making*. May, 1978, p. 14.

[2] Colorado State Library. *A Survey of the Attitudes, Opinions and Behavior of Citizens of Colorado with Regard to Library Services*. Vol. I - General Statewide Survey. 11/73, p. 25.

The library might consider expanding its television viewing schedule whereby residents have in the past been allowed to watch special documentaries on the library's television, the library might advertise this service with a monthly schedule and perhaps a back-up supply of paperbacks from which the shows were adapted. Cooperation should continue between Grassroots Network and the library.

The telephone is another potent tool to be used by the library. In 1977, there were 5,586 residential and 1,955 business phones in Pitkin County. The library should investigate how the library could provide stronger service to more persons using the telephone to link user and information. Telephone representatives would be capable of providing staff seminars on effective phone use and etiquette. A Yellow Pages ad in the directory listing library hours, reference service, telephone number and location might be useful, especially if the ad ran under headings other than simply "library", perhaps, "information". Along with advertising the library should strive to continue to develop a strong "print" image with logo and type face which adds identity, consistency and familiarity.

As a general policy direction the library should consider commercial, business applications of public relations and advertising and adopt some policies for use to reach more persons, more often, in more ways.

RECREATION

Recreation is a major element in the lifestyles of the citizens of Pitkin County. The vast expanse of federal public lands provides access to unlimited outdoor activities which draw well over a million visitors to the area each year. The recreational activities and resort nature of Pitkin County have been a major factor in the inducement of intensive growth patterns over the past 15 years.

Pitkin County has four privately operated ski areas with a capacity for 21,000 skiers per day. While skiing has been the primary activity responsible for the past 30 years of Aspen's growth and reknown, athletic involvement has spread to a vast array of sports and recreational activities. As Sam Moses pointed out in the October 10, 1977 issue of Sports Illustrated, in an article entitled, "The Land of Peter Pan", there were "7,532 registered voters in Pitkin County in 1976 and 5,000 participants in organized sports".[1] There were also an additional several thousand participants in informally organized sports. There are well over a dozen sporting goods stores, specializing in skiing, cross-country, fishing, mountaineering, bicycling and camping, in downtown Aspen, with the number swelling during the winter season to accomodate the needs of the skiers.

The City of Aspen Recreation Department offers an impressive range of programs for children and adults, with over 10,000 registered participants for the year 1978. Participation in sports programs has increased steadily over the past few years at a rate of about 25 percent, according to the Recreation Director, and only the severe lack of facilities, especially indoor, restricts the number of activities offered. In the summer, a great variety of activities are offered, including: racketball, men's and women's softball, kid's baseball, swimming, diving, sailing for children and adults, tennis (children and adults), gymnastics, playground activities, hiking, and baseball. Autumn and winter activities include men's and women's flag football, junior high flag football, soccer (grades 1 through 12), karate, ballet, volleyball, basketball (kids, men and women), and a nordic program. Arts and crafts classes are offered when indoor facilities are available. Other facilities owned and operated by the City include several playing fields available for team use, an 18-hole golf course (when it was 9-holes it had a seasonal attendance figure of over 10,000 golfers), six tennis courts, a swimming pool, and several small parks. The downtown mall is also a site for small informal recreational activities.

There are four athletic/health clubs in Aspen, with a combined membership of 2,500 persons. Aspen also has numerous, locally organized athletic teams, clubs, groups, and associations which coordinate all sorts of schedules, events, races and games and cover sports such as softball, flag football, soccer, rugby, running, skiing, kayaking, ice skating, hockey, bicycle racing, motorcycle racing, and stock car racing on an excellent sports car track. There are 57 men's and women's teams in the adult softball and flag football leagues. There are also many commercial ventures which provide outfitters and guide services, field trips, instruction, and lessons. Some of the typical activities include: backpacking, horseback riding, rafting, kayacking, sno-cat rides, sleigh rides, soaring and hang-gliding lessons, and jeep tours.

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[1] "The Land of Peter Pan," Sports Illustrated, October 10, 1977,

Classes in the martial arts are offered through a private academy in the summers and occasionally through the city recreation department at other times of the year.

Aspen has chess and bridge clubs, both of which meet weekly. There are three movie theaters in Aspen and one in Snowmass Village.

Snowmass Village is also expanding its share of recreational opportunities, partially in order to balance its exceptional winter skiing business by attracting more people to the community in the summers. Arts and crafts fairs have been set up in the Snowmass Mall several weekends every summer attracting artisans from several western states. Snowmass has a semi-private country club with an 18-hole golf course and several tennis courts which are open year-round.

There is also a rodeo arena near the golf course which holds weekly rodeos during the summer. Snowmass Village has a public swimming pool and volleyball court. The Anderson Ranch at Snowmass Village conducts many arts and crafts workshops every summer, including woodworking, weaving, photography, ceramics, printmaking, painting, sculpture and pottery. Some of the products of the artists and students are available for sale at the ranch.

The Pitkin County government has developed and adopted a Trails Master Plan, which includes 50 miles of pedestrian, equestrian, and bicycle trails, which also serve as cross country ski trails in the winter. Trail construction began in 1973 and 5 years later there are nearly 10 miles of paved trails completed, offering an aesthetic alternative to automobile use, as well as pleasant and scenic recreational activities. In addition, a Parcour athletic running and jogging course with excercise stations has been constructed along the paved trail near Snowmass Village. The public schools offer a full range of intramural and interscholastic athletic programs, including an extremely popular Outdoor Education Program.

There is also a strong interest in less organized, more individual activities, such as bicycling, jogging, rock climbing, hiking, camping, and trout fishing. Miles of Forest Service trails and numerous camping areas provide back country experiences for thousands of people each year. About ½ million people visit the Maroon Bells Wilderness area each summer. With the diversity of facilities and activities offered, nearly everyone becomes involved in recreation to some degree. The heavy recreational schedule of activities may be significant for the library, in the fact that people have more options of how to spend their free time.

Children are heavily scheduled in the afternoons, following school, and the library needs to be aware of the scheduling conflicts which may be keeping children out of the library in the afternoon. Some re-thinking of afterschool library events should be done. There is evidence that scheduling programs in late afternoon, at 4:30 p.m., may be more successful than attempting them at 2:30 or 3:00 p.m., immediately following school.

The library may want to establish a relationship with the recreation department, perhaps, to schedule "rainy day" films or activities at the library in the summer. The library could also be active in ordering and promoting films and specialized bibliographies of sports activities available through the recreation department.

Aspen, as a tourist oriented town, has long presented the concept of the "Aspen Expenience", evoking images of excellent amenities and facilities to be found in Aspen. The library should promote itself as part of this image, since it is, in fact, an important recreation asset to the community. The recreational uses of the library are easily demonstrated by the heavy usage of the audio-visual equipment and materials, as well as the strong fiction circulation, particularly during the summer months. One slogan suggested for the library was, "there's always a free season's pass at the library", an appropriate sentiment in a community which highly values the seasonal ski pass. More library promotional activities involving the library and sports might stimulate greater use. For example, registrations for library cards might be enhanced by holding a raffle. Any child under 16 signing up for a new library card would be entered in a raffle for a baseball bat or a soccer ball. Recreation is an important part of Aspen and the library should certainly be promoted as a part of the recreational scene.

CULTURE

Aspen is reknown for its support and array of cultural activities which draw people from all parts ofthe United States as well as from many foreign countries. Many prominent musicians, writers, artists, photographers, actors, dancers, and filmmakers have become either part-time or full-time residents of the county.

Three of the oldest and largest cultural entities in the county, the Aspen Institute for Humanistic Studies, the Aspen Music Festival and the International Design Conference, grew out of a conference held in Aspen in 1949. The Aspen Institute conducts a full summer schedule of lectures, conferences and workshops. Nearly 1,000 business people, educators and politicians from the U.S and foreign countries were Institute participants in 1978. The Design Conference, held yearly in June, attracts nearly 1500 participants and Ballet West had a sell-out season with 10,250 tickets sold for performances. The Aspen Music Festival, during two months each summer, features over 40 concerts and 100 various musical events such as chamber music concerts, 200 recitals, and student concerts. Approximately 900 students attend the school each summer. The Music Associates sold 137,000 tickets for various musical performances in 1975.

The Aspen Foundation for the Arts sponsors and encourages new and on-going arts and cultural activities throughout the year. The Aspen Leaves Literary Foundation sponsors the summer writer's conference and twice yearly publishes the Aspen Anthology. Presently there are four amateur theatre groups and one professional group in Aspen. The Aspen Theater Project, one of the oldest, has presented twelve major productions and conducted acting classes and workshops. In 1978, the Pilgrim Theater Company sponsored a playwriter's conference in Aspen.

Aspen maintains an active Historical Society which runs and maintains the Stallard House Museum, located 5 blocks from the library. The Society has undertaken a number of major projects including the preservation of the ghost town of Ashcroft, the Aspen Media Project, featuring six films of historical interest in the Aspen area, and indexing the Aspen Times.

Aspen's permanent population has traditionally been more involved with 'cultural' activities during the summer months, but, within the past few years the town has begun to demonstrate a strong commitment to increased cultural activity during the winter months, as well as during the summer. This changing and broadening interest is largely the result of the changing characteristics of the town's population with many more residents better educated and much more affluent than in previous years.

Recently, through citizen effort, the City of Aspen acquired a large historic building which will be formally opened to the public as the Aspen Center for the Visual Arts in the Spring of 1979. Proposed activities include a visual arts library, displays and exhibits, with classes for adults and children.

It is a fact that during the summer months the library's heaviest users are groups associated with cultural activities. For example, the music students heavily utilize the music room, while theater groups make use of plays and scripts on reserve. Physics Institute participants utilize the library for recreational reading. The library currently allows non-resident use to these groups through an institutional card and availability of the library creates a strong amount of goodwill among these users. It is recommended that the library continue to actively serve non-resident summer visitors who are drawn to Aspen by the many activities. It is further recommended that the library pursue additional ways of establishing innovative services.

Some suggestions for the library would involve possible involvement in joint fundraising with local cultural agencies to strengthen the library's collection of materials utilized by persons involved with the Music Associates or Ballet West.

Brochures published each week by the Music Associates for festival performances could contain a brief bibliography, or discography, as could theater programs and Ballet West brochures.

Thorough investigation might also be undertaken to identify the particular resources of the cultural institutions. In the past two years, staff trips have been made to the Aspen Institute, Pitkin County Law Library, Given Pathobiology Institute and the Historical Society. It might be useful for the staff members of these respective institutions be offered field trips to the library. This policy might also be extended to the Chamber of Commerce, City Hall Information Office, and other places where information is housed within the community. The library should assume a leadership role to help individual organizations catalog their materials in a consistent method. Eventually a union catalog of holdings of each small library, medical, Institute, Law and Historical, might be begun.

The Library and the Historical Society should seek ways of cooperating as to who collects what materials and why. There is presently a potential duplication of effort on the part of both groups due to poorly defined areas of interest and concern. The Library and the Historical Society may want to outline certain areas of collection responsibility for each institution which would eliminate duplication and work to insure that certain categories of historic materials were not being overlooked.

The library should explore the idea of administration of materials outside of the library building. The library's project to microfilm county documents would provide micro-fiche copies of nearly 300 county studies in two locations, the courthouse and the library. The library is an ideal location for these materials because of the availability of reference staff assistance and long hours when the library is open to the public. The library may want to consider identifying other documents or collections in the community where administration by the library would be beneficial.

Finally the library should continue to encourage art exhibits, posters and special events at the library by cultural agencies. The library has had and should continue, a policy of monthly shows by local artists of photography, weaving and painting. By their own testimony, publicity regarding these shows has drawn persons into the library who had not previously been users.

AGENCIES, GROUPS AND ORGANIZATIONS

Considering the county population of 10,749 persons, there is a disproportionate number of local agencies, groups and organizations, which include cultural, recreational, health and welfare, fraternal and service, environmental, economic, political, and religious. With the obviously high level of group membership and involvement and the transient nature of much of the population, there is an accompanying high rate of turnover in membership. Many groups are dissolved as others emerge, due to the constantly evolving lifestyles and changing interests. The largest numbers of groups are found in the areas of recreation, health and culture. The level of citizen participation in groups and organizations indicates the success with which Aspen has developed from a famous resort town to a complete community, becoming what dozens of western ski towns could only imagine being.

In general, the community's residents are intent on being well-informed, prosperous, entertained, amused, physically fit, and active. Cultural groups are pervasive throughout the community, and are actively supported by the Aspen Foundation for the Arts. The annual Aspen Arts Festival, the annual International Design Conference, Ballet West, and the Aspen Music Festival present art shows, exhibits, displays, ballet performances, and music events during the summer months. The Historical Society maintains a museum and supports historical preservation interests throughout the county. Additionally, there are theater and literary groups, writing conferences, playwriters' and photography workshops, the Weavers' Guild, and numerous art classes and galleries, all of which combine to play a large role in maintaining the aesthetic, and cultural reputation of the area. These attractions have a high tourist draw, and are also quite popular with the local residents. As a majority of these cultural events are scheduled during the summer months, Aspen is as busy with activities during the summer months as it is during the winter ski season.

There is a proliferation of recreational clubs, teams, associations, classes, and regular events which draw thousands of participants yearly. There are clubs for rugby, soccer, tennis, scuba diving, sailing, skiing, horseback riding, chess, bridge, and several other activities. The Girl Scouts and Boy Scouts are represented in Aspen, as well as the 4-H Club. There are also many arts and crafts classes conducted by various groups and businesses in Aspen and Snowmass Village.

Health groups are widespread as the community consciousness is well aware of the latest trends in preventative and conventional medicine. There are holistic health centers and institutes, a medical foundation, a psychiatric association, mental health groups and clinics, a visiting nurses association, an institute of pathobiology, a Weight-Watchers group, an Alcoholic Anonymous group, Emergency Medical Technicians and rescue groups, and chapters of the American Cancer Society, the Easter Seal Society, and the American Red Cross. This list is not meant to be exhaustive, but it gives an indication of the types of active groups in the community.

Type	Number	Examples
Cultural:	19	Aspen Historical Society, Aspen Theater Project, Aspen Foundation for the Arts, Weavers Guild, Aspen Leaves Literary Foundation, Second Sunday Photography
Economic:	19	Chamber of Commerce, Aspen Board of Realtors, Rotary, Lions
Environment, Planning:	15	Mt. Valley Homeowners Assoc., Colorado Rivers Council, Sierra Club, Wilderness Workshop, Woody Creek Caucus
Health, Welfare:	27	Aspen Holistic Assoc., Open Door, Mountain Rescue , Weight Watchers, Aspen Center for Human Growth
Political:	6	Common Cause, Democratic, Republican, Egalitarian parties, and the League of Women Voters
Recreational:	32	Aspen Chess Club, Scuba Diving, Colorado Mountain Club, Aspen Yacht Club, Aspen Bridge Club, Aspen Skating Club
Religious:	12	Christian Science, Mormon, Roman Catholic, Baptist . Episcopal

The Human Resources Council is an active coalition concerned with the coordination of human resources and services. Some of the groups and agencies currently offering services in the area are the BOLD Project, (Blind Outdoor Leisure Development), the Aspen Mental Health Clinic, (which includes the Open Door drug crisis center), Rocky Mountain Rescue Group, RSVP for Senior Citizens, and the Job Service Center of the Colorado Division of Employment.

There is a standard representation of fraternal groups, such as the Elks, Eagles, Lions, Shriners and Rotary. There are also two sororities, Delta Kappa Gamma and PEO, which are involved in fund-raising and awarding scholarships.

Planning and environmental groups are abundant, giving indication that a great number of residents feel the importance of retaining the quality of life that they have found in this scenic mountain county. Trout Unlimited, the Sierra Club, The Wilderness Society, and the Audubon Society all have Aspen chapters. In addition, there is a Center for Environmental Studies which serves as a wildlife refuge and offers tours, lectures, and classes. Running somewhere between planning and environmental in their orientation are the more economically based homeowner, property owner, and improvement associations. Economic and business related organizations and agencies are a strong force which tends to operate in the background of community affairs. The most vocal agency is the general umbrella agency, the Chamber of Commerce. Additionally, there are specific interest groups which represent lodge and bar owners, realtors, and contractors.

Groups of professionals, although unorganized, also have a strong influence on the community. There are 50 lawyers, 30 doctors, 22 accountants and 33 architects in Aspen, currently listed in the Pitkin County telephone book, which is a statement on the demands of the residents for these services. The recreational industries create a certain demand for medical services due to accidents. The residents are generally concerned about their physical and mental health and are willing to pay for good medical care.

The number of lawyers indicates the large volume of business in the community, as the majority of law in Aspen deals with business interests.

Political activity runs at a fast pace, especially during election times. There is a heavy, active participation in local politics with many citizens displaying zealous attitudes toward controversial issues and personalities. Common Cause, the League of Women Voters, the Republican and Democratic parties, the National Organization for Women, the Egalitarian League are the active groups in this area.

There is a sampling of the traditional religious congregations with the larger memberships in the non-denominational and Protestant churches. Relative to the population, church membership is low.

Group participation is high is Aspen. The library should make every effort to serve as many persons as possible through a strong program of services to groups. Regular contact with associations, groups and organizations will allow the library to serve groups of people with shared interests.

In a town such as Aspen which has a continous turnover of people, groups are a good point of contact. The patron mailing list maintained by the library should definitely be expanded to include as many groups and organizations as possible to receive library mailings. The library should strive to continue their special programs on topics such as investing, solar energy, local history, etc., which have involved planning and contact with a variety of community groups.

EDUCATION

Pitkin County has a number of educational facilities, although there is no degree granting college, or institution of higher learning. There are three private schools with a total enrollment of approximately 200 students. Aspen Country Day is a college preparatory school, grades Kindergarten through High School with 130 students in 1978. The school has a library with a collection of approximately 6,000 volumes and 30 periodicals which is based on the needs of the curriculum. The library also maintains a professional collection for the teaching staff. One librarian and several volunteers staff the library which is open only during the school year.

Aspen Community School has 50 students through 8th grade and Aspen Ski Academy, which began in 1977, has approximately 20 students in a loosely structured program of academics and outdoor recreation.

Two institutions in the county offer courses beyond the high school level, the Aspen Music School, which is associated with the Music Festival, conducts summer classes two months each summer for 800-900 students who audition in order to qualify for entrance to the school.

Colorado Mountain College is a public community college which maintains a continuing education division in Aspen. The CMC facility offers recreational, vocational and some academic courses. In 1977, 2,300 students registered for classes. According to the center's director, Janet Landry, enrollment is highest in courses which are practical or career related such as Real Estate, Welding, First Aid, Photography or Pottery. Language courses in Spanish, French and German are also popular and well attended, and testify to the highly mobile, travel oriented nature of many of the citizens.

At the opposite end of the educational spectrum, there are 7 licenced pre-schools and child care centers with a combined enrollment of 161. The enrollment statistics possibly reflect the fact that many couples work fulltime, and an emphasis on early education. Many of the pre-schools accept non-resident children of tourists who vacation in Aspen, which is also partly the reason for the existence of so many schools and agencies in this category.

The Aspen Public School District, RE-1, owns and operates the lower and upper elementary, middle and high schools in Pitkin County. The students attend school at four physical facilities: the lower and upper elementary schools are located in town, 2 blocks from the library, and the middle and high schools are located on Maroon Creek Road about a mile out of town. Opening enrollment in September of 1978 was 1070, a drop of 73 students from the fall of 1977.

School enrollment has declined by 300 students in two years. The decline has also affected the public and private schools and may be attributed to a number of factors. One influence is the steady flow of young families away from expensive Aspen to 'downvalley' areas, Basalt or Carbondale. The trend toward small families with fewer children also is beginning to effect enrollment lists.

PUBLIC SCHOOL ENROLLMENT

Year	High School	Middle School	Elementary School	Total
1970	404	- - - - -1065 - - - - -		1549
1974-75	n/a	n/a	n/a	1349
1975-76	n/a	n/a	n/a	1460
1976-77	n/a	n/a	n/a	1342
1977-78	387	375	388	1150
1978-79	351	368	325	1044

The distribution of the public school enrollment is also changing with a larger percentage of students in the high school since 1970. The decline in the elementary/middle school age group would seem to indicate that the decline in school age enrollment will continue and that this decline should be seriously considered by the library in the light of its services to school age children.

DISTRIBUTION OF SCHOOL AGE CHILDREN

	1970		1977		1978	
Elem./Middle School	923	72%	763	67%	693	66%
High School	355	28%	387	33%	351	34%
	1278	100%	1150	100%	1044	100%

Each of the four schools contain a facility identified as a library. In 1975 a group known as the Educational Development Committee conducted an opinion gathering survey, "The People Speak", which incorporated findings and comments about the school district from students, school administration and staff and the public. 235 students commented on the library facility in the middle and high schools. 18% were middle school students who generally expressed satisfaction with the middle school library. The remaining 82% commented on the high school library, expressing need for more books, better circulation procedures and less noise. As a result of the findings, the district agreed to hire a district media specialist in 1977.

A school media specialist from the Colorado Department of Education reviewed the District's library program and made the following observations and recommendations during the search for a district head, regarding suggested changes in the school libraries:[1]

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[1] Betty Costa, Memorandum to Aspen Task Force, February 22, 1977.

Lower and Upper Elementary Schools:

1. No organized library procedures for classification, catologing of materials existed, location was dependent on knowledge of the aide.
2. No organized library procedures were established.
3. School library aides were without formal training and supervision.

Middle School/High School:

1. Classifications were in conflict with High School on LC and Middle School on Dewey.
2. No organized operation procedures were established. No organized inventory or circulation procedures existed at the High School.
3. The Middle School library was supervised by an aide with no formal library training.

During the 1977-78 school year the school library services experienced a brief period of expansion with the hiring of a district head, paid aides in all four school libraries and an adequate materials budget. Due to declining enrollment, the school district faces a budget cut in 1979. Cutbacks will include elimination of library aides and it is conceivable that by June, 1979 the only staff available in three school libraries, besides the High School, will be volunteer aides.

The school system libraries contain approximately 12,000 volumes with a total of 65 periodical titles in the High School and 40 titles at the Middle School. According to Guidelines for Colorado School Media Programs,[1] the district should have 20 books per pupil or 21,000 volumes with approximately 300 periodical titles. Materials are clearly deficient by these guidelines. The Colorado Guidelines recommended a minimum of 2 professional and 2 support staff, presently the school is operating with one professional and one FTE support staff, making it difficult to accomplish tasks and provide good library service within the schools.

According to information supplied by the School District Media Specialist, the Elementary and Middle school libraries are not used to support the curriculum. Teachers rely on the library materials for book reports and leisure reading only. Part of the problem may lie in the fact that there has never been an organized program of library education in the schools, resulting in a low level of consciousness on the part of both teachers and students.

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[1] Colorado State Library, Guidelines for Colorado Media Programs-1974. (Colorado Department of Education, 1974), pp. 18-19.

The condition of the school libraries has serious implications for the public library. More communication and cooperation is clearly needed with the schools to be alerted to special school assignments and projects which may result in heavy public library usage. The library also needs to remain alert regarding budget cuts of staff and materials which will likely increase demands on the public library staff and materials.

In December, 1978, the library conducted the first of what is hoped to become an annual event, "Library Day". Over 50 members of the community gathered to discuss their opinions about the library, as well as to offer suggestions for changing or improving library services. With regard to library/school relations various suggestions were made. One interesting suggestion would be to establish a contractural relationship whereby the public library would run the school libraries. The public library would be responsible for materials purchasing as well as staff. The advantage of this type of arrangement would be closer cooperation between school and public libraries, less duplication of staff and materials and enhanced access to library materials in both school and public libraries. A contractural arrangement would furthermore permit greater library program options ranging from developmental reading programs, to purely fun activities intended to enhance children's enjoyment and knowledge of the library. It was interesting to note, from Library Day comments, that the public feels the public library should properly remain involved in services to children, notwithstanding the fact of the steadily declining numbers of children in the community.

As a general recommendation, the library should adopt policies and programs which address the most fundamental library priorities, encouraging children, students, and parents to read. Basic library programming should include Story Hours with reading (not always clowns or mime acts), library education as to materials and their use, effective staff contact with teachers, children and their parents. Serious consideration should be given to increasing public library contact with teachers and students through a schedule of regular visits in order to provide library education. The library should consider implementing, perhaps as a course, a program of library education for teachers, in cooperation with Colorado Mountain College for teacher education credit on reference books and research methods or simply teaching library skills. Public library staff should explore ways to maintain high visibility and perhaps the school administration could be approached to coordinate teacher tours of the library as part of new teacher orientation. Services already offered by the library, such as current fiction on tape, might be explained to teachers, since they might have occasional use in reading programs.

It is interesting to note that enrollment for the pre-schools indicates that nearly 70% of the children of pre-school age, three-five years of age, are enrolled in local pre-school programs, which may indicate a strong parental commitment to the educational process. Another interpretation may be, however, that the high enrollment reflects the affluent, mobile, less family oriented type of society found in Aspen. The public library may want to begin a program of serious interaction with the pre-schools, since one of the most powerful influences in helping a child to learn to read and enjoy reading can be the parent. There is more parent involvement at the pre-school level and the library may be able to reach parents effectively to involve them and their children in understanding and promoting the value of reading.

At the adult level, the library should be aware of the current courses offered through Colorado Mountain College and offer supplementary reading, reserve shelf services and strive for more coordination between the CMC office and the public library. Library Day brought out a number of comments from adults who would like greater access to course related materials, since the CMC college library is located 40 miles distant in Glenwood Springs. The library may want to consider bulk loans of certain types of materials at certain times of the year.

In summary, it appears the library may want to investigate a number of different avenues of library service related to education. In a small community such as Aspen, the schools and the library might be able to pursue cost-saving, effective, as well as innovative, library programs which would greatly improve service to the school age population, while also avoiding duplication and underutilization of materials and staff.

COMMERCE

Pitkin County's economy is heavily influenced by tourism. In 1975, 175,000 skiers and 1,000,000 summer visitors expended 75 million in Pitkin County. Recreation is the main source of income and other industries are only marginally represented. There are only eight manufacturing concerns, only one employing more than 20 employees.

Two-thirds of all county commercial sales are retail (33.4%) or services (30.9%) with construction accounting for 13.4% of business activity. The largest retail sales returns are from the restaurant/food outlets, building materials is next, followed by real estate. Employment is highest in the bar/restaurant business (24.9%) followed by hotels/lodging (17.1%) transportation and utilities (14.8%) and real estate (14.5%). 70% of the county's employment was either the retail trade or service industry.

The Aspen Skiing Corporation is the largest employer with 700 winter employees, Mid-Continent Coal lists 436 employees, Aspen Highlands Ski Corp. with 250, the hospital with 150, and the City and County with 250 employees combined.

Business activity within the county is heavily seasonal. Nearly 50% of the yearly retail sales taxes are collected during the period January - March of each year. The second highest quarter is the summer months, June - August, corresponding with the busy summer tourist season. It has been estimated by researchers[1] that two-thirds of all retail activity can be directly attributed to the tourist industry. It can be said that Pitkin County has a strong monetary stake in protecting the physical environment and what has become known as the Aspen environment, in order to insure the steady influx of tourist dollars.

The fact that Aspen's economy is dominated by the tourist industry has a number of implications for the library. Commercial activity in Aspen is seasonal, resulting in an ebb and flow of transient employees. It is interesting to note that the busiest months in the library correspond to the periods of greatest commercial, tourist activity in the town, so it seems possible to state that the library is definitely indirectly impacted by the increased commercial activity of the town.

The existence of relatively large groupings of individuals concerned with particular types of commercial activity, e.g. real estate agents, hotel/motel owners, and Ski Corp. employees, may signify some significant service points deserving of attention by the library. Purchasing a number of basic business journals or services of interest and use by business owners, might be explored. The homogeneous nature of the commercial activities of the town may be a significant factor for the library where it could definitely identify and serve needs of the business community.

[1] Brian Stafford. Economic Aspects of Population Density Growth in Aspen and Pitkin County. A thesis presented to the Faculty of the Dept. of Economics. The Colorado College. Spring, 1976.

EMPLOYMENT IN PITKIN COUNTY by Standard Industrial Classification:

Type	1970	1975	Percent Change
General Retailing	252	455	
Food Stores	28	142	
Automotive	8	75	
Apparel & Accessories	N/A	113	
Eating and Drinking	315	1,824	
Miscellaneous	N/A	122	
Total Retail Trade	603	2,731	352%
Finance, Real Estate, & Insurance	206	725	
Hotels & Lodging	338	966	
Other Services	780	1,968	
Total Services	1,324	3,659	176%
Whole Sale Trade	43	49	
Agriculture	157	18	
Mining	57	415	
Construction	276	200	
Manufacturing	59	77	
Transportation	42	143	
Government	146	200	
Non-Classifiable	140	189	
Total Other Industries	920	1,291	40%
Total All Industries	2,847	7,681	

COUNTY RETAIL SALES

BY STANDARD INDUSTRIAL CLASSIFICATION

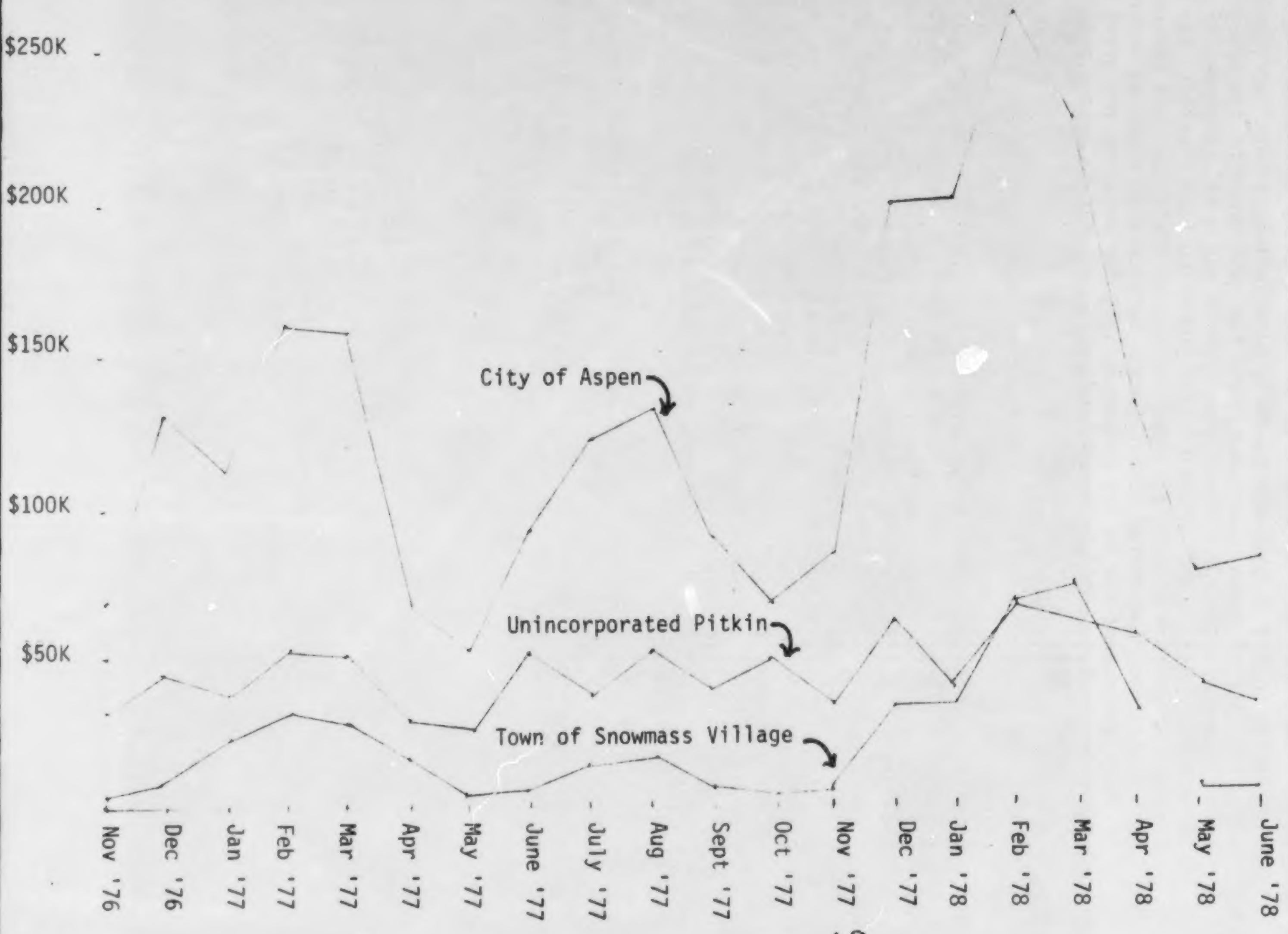
1977

	PITKIN		
Type of Business	1977	1976	Percent Change
Building Material	$ 9,645	$ 8,410	14.7%
General Merchandise	1,404	1,128	24.5
Food Stores	10,311	9,768	5.6
Automotive	3,915	4,266	- 8.2
Apparel & Accessory	6,768	6,910	- 2.1
Furniture	3,706	3,081	20.3
Eating & Drinking	20,159	22,131	- 8.9
Miscellaneous	22,788	21,946	3.8
Total Retail Trade	$ 78,696	$ 77,640	1.4
Fin., Ins., & R. Est.	6,185	7,268	-14.9
Hotels & Lodging	13,989	15,737	-11.1
Other Services	6,500	4,748	36.9
Total Services	$ 26,674	$ 27,753	- 3.9
Wholesale Trade	626	181	
Agriculture	124	150	-17.3
Mining	445	256	73.8
Contract Construction	1,309	1,136	15.2
Manufacturing	3,149	2,211	42.4
Trans., Comm. & P. Util.	5,762	6,312	- 8.7
Government	-	-	-
Non-classifiable	30	-	-
Total Other Industries	$ 11,445	$ 10,246	11.7
TOTAL ALL INDUSTRIES	$116,815	$115,639	1.0%

Source: University of Colorado, Business Research Division. May 1978. Colorado State and County Retail Sales By Standard Industrial Classification, 1977. Boulder, CO.

MONTHLY TAXABLE RETAIL SALES ACTIVITY

Aspen, Snowmass Village and Unincorporated Areas of Pitkin County



GOVERNMENT

Pitkin County is governed by three main jurisdictions: the County government, the City of Aspen government, and the government of the newly incorporated town of Snowmass Village. Other governmental and quasi-governmental entities include the public school district, the junior college district, the hospital district, four fire districts, three sanitation districts, and several improvement districts. The United States Forest Service also plays an important role in local government due to its responsibility for managing the great majority of Pitkin County's publicly owned land, which amounts to approximately 82% of the County's total area.

In 1977, the County completed and presented to the voters a Home Rule Charter which was approved by the electorate. The governing body consists of three elected County Commissioners, who are responsible for formulating all policies, initiating programs and projects and overseeing all departmental operations within its jurisdiction. Other elected County officials are the Treasurer, Sheriff, District Attorney, Assessor, and Clerk/Recorder. These officials are not regulated by the Commissioners, except in terms of budgetary constraints and approvals. There are five citizen boards: the P & Z Commission, the Board of Adjustments, the Board of Appeals, the Library Board, and the Election Commission. The new Home Rule Charter requirements call for the terms of board members to be no more than 2 years, with all terms staggered. In addition, commissioners have a financial advisory board, housing advisory board, open space advisory board, council on aging, clean air advisory board, fair board, nutrition task force, human resources council, and criminal justice facility planning council.

The City of Aspen also has a Home Rule Charter and is governed by a seven member council, which includes the Mayor. The City Manager is the chief administrator, directly responsible to the Council. All officials and department heads in the city government are appointed and/or hired by the Manager with the approval of the Council. Municipal departments include: finance, police, engineering, building inspection, health inspection, planning and zoning, streets, clerk, attorney, parks, recreation and transportation.

"Boom" growth in Pitkin County has brought a dramatic increase in revenues to the county, while at the same time bringing classic problems. Growth has threatened the ability of local government to deal effectively with increasing demands for public services. Spending patterns have had to be reorganized and new priorities established to address pressing problems of traffic congestion, land use, housing shortages, utility demands and changing population patterns.

The following two charts demonstrate the impact boom growth has had on the county and city. Increases in revenues from sales taxes, increased property valuations and expansion of the county's economy have also resulted in greatly increased spending. It is also worthwhile to note the types of expenditures which are made by the governmental units as a point of generalization about spending patterns and priorities.

ASPEN AND PITKIN COUNTY - 1975 EXPENDITURES

	Pitkin County		Aspen	
General Government		$776,600(30%)		$956,600(44%)
Administration	$398,700		$608,400	
Clerk & Recorder	72,400		n/a	
Treasurer	50,100		n/a	
Assessor	99,000		n/a	
Plan. & Zoning	124,200(4%)		193,100(8%)	
Data Processing	n/a		n/a	
Plant maint/oper.	30,600		56,000	
Other	1,600		99,100	
Judicial		72,900(3%)		29,600(1%)
Public Safety		378,400(15%)		395,900(18%)
Law Enforcement	331,400		334,400	
Five other	47,000		61,500	
Public Works		754,800(29%)		510,700(24%)
Roads & Hwys.	642,400		222,500	
Solid Waste	112,400		15,000	
Other	n/a		273,200	
Health		125,500(4%)		78,400(3%)
Public Welfare		80,100(3%)		n/a
Culture/Recreation		374,900(15%)		213,600(10%)
Recreation	242,500			n/a
Parks	n/a			n/a
Libraries	88,600			n/a
Total Expenditure		$2,563,200		$2,155,200

COUNTY BUDGET EXPENDITURES BY DEPARTMENT AND FUND - 1971 - 1976

(in thousands of dollars)

	1971	1972	1973	1974	1975	1976
Transportation						
Airport	428.0	121.7	491.7	167.7	1,218.5	2,713.5
Road & Bridge	371.8	279.3	540.8	1,123.6	568.5	496.3
Alt. Studies	-	-	-	34.2	118.9	217.2
Bus System	-	-	2.6	143.4	68.0	229.0
Trails & Paths	-	-	-	187.8	253.5	131.0
General Fund - Elected						
D.A.	29.6	42.4	63.7	46.1	80.8	77.7
Sheriff	153.8	167.7	104.0	292.0	347.6	372.0
Assessor	38.5	48.6	50.3	149.7	100.5	103.1
Treasurer	32.0	35.6	41.4	48.2	51.3	32.0
Clerk & Recorder	45.7	49.9	60.3	61.9	67.9	68.8
elections	5.0	14.7	9.3	16.1	7.5	21.6
Surveyor	3.8	3.0	3.6	1.2	0	0
General Fund - BOCC Depts.						
VA Officer	1.2	1.2	1.2	n/a	n/a	n/a
Extension Service	0	0	0	0	30.9	42.1
Dump	9.0	11.4	12.1	12.8	138.8	79.2
Health Officer	1.3	1.3	1.2	n/a	n/a	n/a
Fire Control	.7	.9	1.7	n/a	n/a	n/a
Civil Defense	.7	1.5	.6	n/a	n/a	n/a
Bldg. Inspector	20.5	22.0	27.5	63.2	40.4	42.4
Envir. Health	38.3	37.4	32.7	45.7	50.6	36.5
Engineer	0	0	0	0	46.6	62.2
Housing	0	0	0	0	13.2	46.3
BOCC & Cty. Mgr.	71.9	146.7	147.2	537.0	392.0	464.9
Attorney	8.6	17.3	33.0	72.5	63.1	100.0
Maint. Blg./P.H.	15.3	25.2	30.9	25.6	31.9	28.8
Finance	38.3	41.7	49.0	59.3	75.3	127.0
General Fund - Other Depts.						
Debt Service	0	5.8	10.7	n/a	n/a	n/a
Transfers	0	15.9	n/a	n/a	n/a	n/a
Contingency	20.1	80.4	52.3	66.0	70.0	67.8
Revenue Sharing	0	0	78.0	153.5	154.1	110.9
Hospital Transfer	50.8	56.6	319.3	195.7	214.6	226.2
Social Services	36.6	34.4	40.7	49.5	97.6	272.8
Retirement	5.3	6.6	8.2	10.6	14.0	28.0
Public Works	0	0	0	40.1	420.0	215.5
Library	50.7	56.8	58.4	62.6	95.8	118.3
Total Cty. Gov't:	1,477.5	1,326.0	2,472.4	3,666.0	4,831.9	6,531.1

A number of points can be made about spending in Pitkin County. The impact of tourism is obvious in the rapid increases in available revenues which in turn has resulted in greatly increased expenditures to cope with problems of roads, police protection and other civil services. As shown below, the city and county also demonstrate a higher than average expenditure level for services which carry no fees, than "average" communities.[1]

	Average	Pitkin County	Aspen
Police	10%	13%	16%
Highway/Roads	8.3%	25%	10%
Culture/Recreation	4.1%	15%	10%
Planning/Zoning	n/a	4%	8%

It can be generalized that these high costs reflect, in particular, the impact of the tourist upon the community. It is also interesting to note the comparatively low expenditure levels for social welfare services which seems to indicate the low numbers of poor, institutionalized, aging, and handicapped who would demand greater expenditures.

In summary, it is possible to generalize that county expenditures reflect the community and its lifestyle. Pitkin County's population can be characterized as richer and better educated than average, who are more likely to support government expenditures in areas of culture, recreation, and planning, perceiving that these expenditures will enrich their lives. It should be noted that enforcement of strong controls on land use, population growth, residential construction, have the potential to dramatically slow the expansion of the economy. The impact of this slowdown on the expenditures and revenues available for government usage are not clear, but if slowdown does occur, it will have a definite impact on the library's planning for the future. It is recommended that all future library planning recognize the possibility of a less expansionist economy.

[1] Bert E. Swanson and Edith Swanson, Discovering the Community, (New York: John Wiley, 1977), p. 391.

TOURISM

Pitkin County's population has been characterized as consisting of a series of mini-populations.

> "Today Aspen is a community which includes hard working people trying to maintain a reasonable life style; independently wealthy transplants who 'hang out' in a pseudo jet set mystique; temporary college dropouts who are 'in town, to ski for a season or two'; and the long term locals who are slowly but surely being pushed sociologically (and physically) out of Aspen, particularly as they grow older."[1]

Unlike most communities, Pitkin has two populations, the resident or 'local' and the tourist. The tourist must be reckoned with because he/she exerts a pervasive influence on all aspects of the town, the lifestyle and the residents.

The profile of the 'average' tourist as determined by a number of independent surveys which have been conducted, show that person to be a married male, age 38, employed professionally, with a college degree and an income in excess of $20,000 a year.

Tourist numbers have been estimated to be approximately 20,000 at the peak ski period over Christmas. Other winter peak times are New Year's and during February and March. During the summer, August is the peak tourist month. Summer tourists arrive in greater numbers, although only one in 12 stays in Aspen, while most simply pass through town via Independence Pass. The winter tourist generally stays for 7 days.

Tourism is the county's main industry and as an industry it presents complex problems. Aspen finds itself in the position of providing the amenities of the big city, while at the same time trying to preserve its nostalgia and sense of beauty, which attracts the tourist.[2] Furthermore, the town planner for Snowmass Village believes that a strong permanent resident population may never develop in areas such as Snowmass Village, unless the town carefully protects certain land for residential development, due to the intense demand by tourists for second homes and condominiums in the area.[3]

[1] Weiner & Associates inc. Preliminary Environmental Impact Analysis of the Proposed Pitkin County Light Rail Transit System. Denver, CO January, 1976

[2] John Stanford. Alternatives for Expansion of the Pitkin County Library. Aspen, CO: P.C.L. 1978

[3] Joseph Wells. Snowmass Town Planner. (in conversation)

The effect of the tourist industry on the county has been cited in other areas of this report, but, as determined by a study of six counties in Colorado, including Pitkin, affected particularly by skier visits, the economic effects are as follows.[1] Retail sales go up, tax bases broaden, assessed valuations increase, the per capita share of government expenses falls (due to availability of sales tax revenues), populations increase and gross income rises. This has been the trend, 1968-78, in Pitkin County whether this remains true in the future will depend on the planning decisions made by the local governments and the county's continuing success as a draw for tourists.

The major implication for the library is, of course, whether to serve the tourist at all. The library has always provided use of facilities, services and staff time to non-residents . Whether this should or will continue seems tied to how successful the library remains at obtaining adequate funding and the library's as well as the county's attitude concerning service to tourists. Over the past ten years, county revenues have been comfortably adequate and it can be argued that the library is part of the recreational milieu of the town and thus needs to provide quality services. Furthermore, although the library is funded by residents i.e. property taxes, the existence of large sales tax revenues greatly reduces the library's competition for available sources of property tax revenues in an era of strictly controlled county budgets.

The question of the library's place in serving tourism and the extent to which it encourages non-resident use of the facility, will be a serious consideration for the future, since more and more permanent residents are likely to move further from the town's core area as housing prices spiral and land becomes unavailable. Careful understanding of exactly who and how they are being served by the library will have to be kept at the forefront of any planning discussions and decisions.

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[1] Page Dabney. A Impact Study: The Colorado Ski Industry, A study of the influences of the industry upon the economics of selected mountain counties and communities. 1974. Colorado Ski Country, Denver p.6

PITKIN COUNTY COMPARED WITH SIX 'WESTERN SLOPE COUNTIES' SHOWING THE IMPACT OF GROWTH

SELECTED SOCIAL & ECONOMIC CHARACTERISTICS*
1960 and 1970

County	% of Native Population Residing In State	Persons 25 And Over Median School Yrs Completed	% In School 14 to 17 Yrs	Median Family Income	Mean Income of Families & Unrelated Individuals	% With Income Under $3,000a	% With Income $10,000 & Overa	Per Capita Income
Eagle								
1960	58.7%	10.7 yrs	95.9%	$4,442	NA	27.1%	3.3%	NA
1970	51.9	12.2	99.9	8,637	$9,998	7.6	14.8	$3,028
Grand								
1960	56.6	12.0	92.5	5,246	NA	18.2	11.4	NA
1970	52.8	12.3	86.7	8,656	9,688	9.0	10.1	3,001
Gunnison								
1960	59.8	12.2	94.3	5,014	NA	26.2	10.6	NA
1970	53.2	12.7	99.9	7,504	9,487	10.7	13.5	2,559
Jackson								
1960	53.0	11.6	NA	5,007	NA	13.2	8.1	NA
1970	54.3	12.3	70.6	9,786	10,564	4.6	17.5	3,115
Pitkin								
1960	48.6	12.6	NA	6,049	NA	19.8	25.3	NA
1970	30.9	14.4	92.7	11,763	14,541	5.7	33.5	4,479
Routt								
1960	55.4	11.4	95.4	4,516	NA	30.4	6.3	NA
1970	57.4	12.4	87.5	7,494	9,066	12.9	11.7	2,631
Summit								
1960	48.0	11.3	NA	6,928	NA	9.6	12.7	NA
1970	46.4	12.6	96.5	10,492	10,910	7.4	19.2	3,213
State								
1960	48.8	12.1	89.4	5,780	NA	18.3	14.6	NA
1970	46.4	12.4	94.3	9,555	NA	9.1	19.7	NA

NA Data Not Available.

a Figures for 1970 are for "less than poverty level" and "$15,000 or more", respectively. "Poverty level" is determined by the Federal Government on the basis of a nutritionally adequate food plan. The average poverty threshold for a non-farm family of four, headed by a male, is $3,745.

* Census of Population, General Social and Economic Characteristics, Colorado (1960 & 1970). Final Reports, U.S. Department of Commerce, Bureau of Census, PC (1) - C7 Colorado (1970), PC (1) - 7C Colorado (1960).

POPULATION

According to the mid-term census completed in July, 1978 for Pitkin County, the county has a population of 10,749, with approximately 1300 residents who are classified as transients or less than 3 month residents.

The population development of the county has been heavily influenced by the economic cycles of the area. Following the boom mining years of the 1880's the population declined until the 1960's, when skiing and recreation became the prime industry. The chart on the preceding page outlines the impact growth has had on the population of six Colorado counties most heavily impacted by the growth of the ski, recreational economy. In the period between 1967-74, population increased on an average of 18% per year. The dynamic growth resulted in adverse impacts on the county and city. Government officials struggled to slow the population surge with zoning changes, and in 1977, with the implementation of the Growth Management Plan, sought to limit growth to 3% countywide, annually.

The Growth Management Plan will set policies to provide for phased development of community services and facilities, regulate land use and determine location and type of services and activities to be provided in the community. Clearly, the county is determined to plan growth and although the boom cycle has been halted, there is no certainty that these policies will be able to withstand ressures for growth and expansion. The following chart gives population figures for city and county.

CENSUS OF POPULATION

Year	Aspen	Pitkin County	% Growth-annual
1890	5,108	8,929	
1900	3,303	7,020	-2.4%
1910	1,834	4,568	-4.2%
1920	1,265	2,707	-5.1%
1930	1,172	1,770	-4.2%
1940	1,149	1,836	+0.4%
1950	1,203	1,647	-1.0%
1960	1,101	2,381	+3.8%
1970	2,437	6,185(1)	+11.4%
1975	4,282 - 5,500	11,332 - 13,247	
1978	4,393 - 5,643	12,043 - 15,153(2)	
1980	4,507 - 5,787(3)	12,875 - 16,200(4)	
1982	4,642 - 8,673	13,764 - 17,319	

Age:

In 1970 the median age for the population was 26.7 years for males and 25.9 years for females. The 1978 census figures show the median age has increased to 29.3 for males and 28.5 for females. Expressed in percentages, 49% of the population of the county is between the ages of 20-34. This is an increase since 1970 when 36% of the population fell into this age category. The higher median age of the population is influenced by the significant decline in the 0-14 year old category, from 34% of the population to 21% in 1978. The significance of these figures lies in the fact that although there are many more adults of childbearing age, it is obvious there is no baby boom and that very few children are being born to this middle age group.

The county also has a low percentage of older residents. Only 288 persons or 2.6% of the population is over the age of 65. There has been a steady decline in persons over 65 from 16% in 1940 to 10% in 1960.

AGE & SEX CHARACTERISTICS

1970 - 1978 Census Breakdown

	1970			1978		
Age	M	F	%	M	F	Total %
under 5	258	238	34%	208	190	21%
5 - 9	296	263		273	274	
10 - 14	269	266		336	294	
15 - 19	260	242		361	336	
20 - 24	355	436	36%	721	730	49%
25 - 34	712	698		2084	1760	
35 - 44	453	381	30%	868	715	30%
45 - 54	332	281		453	388	
55 - 59	69	75		163	130	
60 - 64	71	59		91	86	
65 - 74	59	63		104	109	
75+	20	29		37	38	
	3154	3031		5699	5050	
65+	79	92	(2.7%)	141	147	(2.6%)

As compared to the U.S. averages in the 1970 census, which showed 43.3% of the population 18 or under and 9.9% over 65, Pitkin County has very low percentages at either end of the age chart. It is anticipated with the declining birth rate and low percentage of children in the county population will result in the middle group grwoing older, and there is a significant potential in the future for changes in this group's needs and wants from the library. Furthermore, with the small population of older residents, it would be unwise for the library to commit significant staff time or materials to creating a strong senior citizens program. A more successful approach might be to work through local senior service agencies and groups to meet individual needs as they arise.

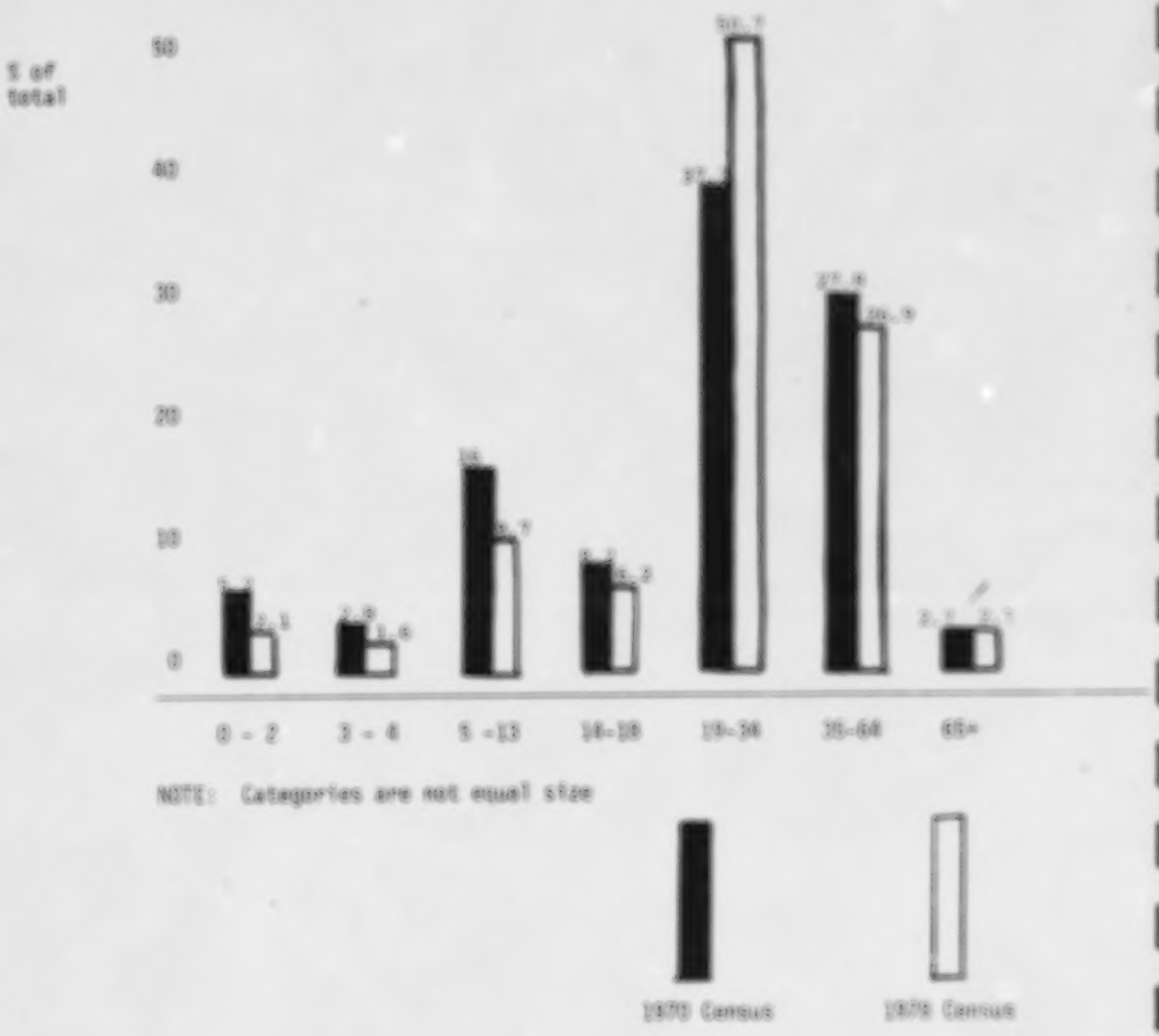
Another possible implication of the large 20 - 24 year old group is the fact they are likely to be mobile and migration of this group, out of the county, may begin to occur as opportunities for housing or means of making a livelihood are closed to the younger ages.

The county as a whole appears very homogeneous in regard to age. Snowmass has the smallest percentage of 65+ residents at 1%, while Aspen shows 3%. The youngest age group, 0-5 years, is the largest at 5% in the un-incorporated portion of the county, versus 2% for the city which probably indicates that younger adults with small children have chosen to live away from Aspen to escape the higher land prices and housing costs.

The library should continue to examine the relative amounts of staff and collection funds which are being allocated to serve the different age groups in the county. In 1978, out of a budget of $167,180, approximately $30,000, or 17%, was spent on children's services. A full time staff member was also committed to children's services and her time equals approximately 10% of the total staff time available. Adult services in 1978 received approximately 44% of the library budget and services from approximately 30% of the staff hours. These figures seem to be roughly in line with the size of the age groups being served in the community although the library periodically should examine its budget and staff commitments to insure adequate service to all age groups.

AGE BY TARGET SERVICE GROUPS

Age Group Comparison by %



NOTE: Categories are not equal size

Distribution:

Presently, 3,804 persons or 35% of the county's population lives in the city limits, while the remaining 65% live along Highway #82, or in clusters at Snowmass Village, Woody Creek and old Snowmass Valley. There has been a slight shift in relative population density since the 1970 census which found 39% of the population living in the city limits. Growth control policies will have a definite impact upon density patterns. Growth rates have been projected at 1.3% per year for Aspen, 3.4% for 'downvalley', and considerably higher rates for Snowmass Village. The Master Plan adopted for Snowmass Village calls for development of 378 new homesites and 2000 condominium units at Snowmass Village by 1990, which could result in a 8+% annual growth rate. Presently, the 1978 census shows a Snowmass Village population count of 984 residents, 9% of the total county population.

The relative growth of areas of the county will also depend heavily upon available land and building sites. The following chart shows the potential development land in each portion of the county giving some clue to possible areas of growth.

DWELLING UNITS AND SUBDIVIDED LOTS

		Units	Potential	% Available for Development, by area
1.	Buttermilk, Owl Creek, Maroon Creek, Airport Business Center	654	39	6%
2.	East Aspen Valley	244	90	27%
3.	City of Aspen	4144	104	2%
4.	Snowmass Village, Brush Creek	1816	431	19%
5.	Red Mountain	577	50	9%
6.	'Downvalley' excluding the Crystal River Valley	891	239	21%

The relative character of different areas of the county can be seen in figures of occupied and vacant housing compiled as part of the 1978 census.

Snowmass Village is heavily dominated by vacation accomodations. 30% of the County's total vacant housing is at Snowmass Village and vacant dwellings outnumber occupied housing, three to one. The vacant housing consists of condominium units, as well as houses which are owned by absentee residents who live in the County part of the year. The un-incorporated portion of the county had only 34% of the available housing vacant, which indicated the much stronger residential characted of the areas removed from the ski slopes and the core areas of Snowmass Village and Aspen.

HOUSING INFORMATION 1978 MID-TERM CENSUS

	Occupied	Vacant
Aspen	1808	2592
Snowmass Village	435	1526
Un-incorp. County	2410	832
Total	4653	4950

Sex:

Of the 10,749 residents of the county, 5,699 (53%) were male and 5,050 (47%) were female. Males predominate in most age groups, particularly the 30-40 year old age group, up to age 65+ where females begin to predominate at 51%. Overall, the population seems to be evenly balanced by sex.

Family Structure:

The 1970 census indicated 54% of the population was married, 46% were single. More recent studies have shown 36.0% married, while 63.5% were single, a reversal of the 1970 statistics. Households tend to be small in the county with 2.85 persons, compared with 3.25 persons for Eagle and 3.08 for Colorado in general. Nearly 5% of the population is in group quarters, versus 3.7% average for the rest of the state.

Pitkin County also has relatively low figures for family structure according to 1970 census statistics. 57% families have children, while 43% do not. The average number of children for these families with children is also low, at 1.3 children. Only 1.5% of the families had a female head in 1970, a relatively low rate. The fertility ratio in Pitkin County is among the lowest at 257 compared to 340 for the state, (fertility ratio is defined as number of children under 5 years, per 1,000 women 15-49 years).

It should be emphasized that family characteristics, such as, many single persons, small families, low fertility rate, may reflect the mobile character of the county's population. This is further supported by the statistics which show that in 1970 46% of the population was migratory, while other statistics have shown that one person in seven has lived in the county for more than 10 years.

The library needs to carefully analyze the fact that it is serving a highly mobile population which does not necessarily have ties to schools or houses within the county. The needs in terms of services are assuredly different from the more traditional family-oriented society and the library may want to undertake some type of market research to determine whether there are unmet needs which could be served by the library. A further implication of the county's more mobile structure seems to indicate that the library should aggressively reach out through media advertising to reach the population. It seems likely that much of the population would not receive information about the library disseminated through traditional channels, such as school-support groups, parents organizations or family-oriented agencies.

Ethnic Composition

Some mention should be made of the county's ethnic composition. Although the county's latest census shows that less than 1% (65 persons) could be classified as minorities, with different language and cultural requirements, the county does serve an identifiable population with a mother tongue other than English.

According to the 1970 census, Pitkin County does show that a 4% population of foreign born residents, with 6% of the population indicating that they had a mother tongue of French, German or Spanish. These percentages are higher than surrounding counties. Aspen's international reputation for skiing, music and culture have attracted residents from all over the world.

The library may want to consider offering a wider range of services and materials in foreign languages. Services could include children's foreign language readers, adult fiction and non-fiction materials, as well as subscribing to a number of foreign language newspapers. In addition, there is a strong interest in languages taught through Colorado Mountain College. The library may want to investigate possible service where the music listening stations would have applications as a language learning tool. No such lab exists within the county and the library may find this to be a needed service.

Income:

Income statistics for Pitkin County are very interesting since they indicate an unusual distribution pattern. Using statistics from county residents who filed income tax returns in 1972, it shows that 16% of those filing had an average income of $35,053 in the over $15,000 bracket returns, which is $10,000 higher than any other Colorado counties, or the United States total. This presents only one-half of the picture, however, since the returns also show that 50% of the residents filing fell in the $5,000 or less bracket, which is a higher percentage than the U.S. figures of 34%, 37% in the State of Colorado.[1]

1970 FAMILY INCOME IN PITKIN COUNTY

	1970		1978	
	returns	%	returns	%
0 - 14,999	973	66%	937	39%
15,000 - 24,999	323	22%	688	29%
25,000 - 49,999	142	10%	477	20%
50,000 +	26	2%	278	12%
	1464		2380	

It is interesting that Snowmass Village shows a surprising 37.4% of the families with income of $50,000 in the 1978 census figures, compared with 11.1% for the county and 8.6% for the City of Aspen.

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[1] Aspen Times. April 6, 1978, p.5B

Other statistics for median family income show Pitkin County's population in the 1970 census had a 4% increase from 1960 in median family income of $11,763, compared to $9,586 for the State of Colorado, and $9,586 for the U.S. This figure was 23% higher than the Colorado figure. The 1978 mid-term census figures indicate the County's population has grown richer, evidenced by the fact that 31% of the families have an income in excess of $24,000 per year. In 1970, this figure was 11% of the population. The figures showing declines are the categories below $14,999 income per year. Some increases in income levels can be attributed to inflationary pressures, but Pitkin County's population can be correctly characterized as far above the norm, in income levels.

INCOME STATISTICS FROM 1978

MID-TERM CENSUS

	Total Cty.	Aspen	Unincorp. Cty.	Snowmass Vlg.
0 -6,999	11.4%	13.8%	9.7%	8.6%
7,000-9,999	11.2	11.2	11.1	11.5
10,000-14,999	16.7	16.3	17.9	9.3
15,000-19,999	16.6	17.7	17.0	5.0
20,000-24,999	12.2	12.3	12.8	5.7
25,000-29,999	8.9	8.6	9.3	7.9
30,000-49,999	11.0	10.9	10.7	14.3
+50,000	11.6	8.6	11.1	37.4

A number of points can be made about the county income figures. It is apparent there are a large number of wealthy residents, while at the same time, there are significant numbers of persons making comparatively little money. The groups making and reporting low income figures are believed to represent the transient labor force, who are in Aspen seasonally and do not reflect a population which could be considered poverty-bound. The Aspen Employee Survey conducted by the City of Aspen in 1975, found that 33% of Aspen employees, at that time, were earning less than $7,000 per year[1], which seems to support the contention that the lower income distribution figures reflect this group.

These income distribution figures have a number of possible implications for the library. Certainly there is a definite group of rich residents who may not need library services, since they are affluent enough to purchase their own materials. The library should not attempt to serve them through traditional means and may have to give serious consideration to attracting these people by offering business or financial services, subscribing to current financial materials and business analysis data. Traditionally these are services found in a much larger city-type library, but the library may be able to develop into this type of service, if adequate budgetary support and trained staff continue to be available.

The library should also strongly attempt to work with the variety of economic and business oriented groups located in the county to determine if there are certain materials or services which could be conveniently or effectively located at the library. The other end of the spectrum, serving those transient employees in town seasonally, perhaps should become a library priority, since their income figures would indicate they would be most likely to use free library services, rather than patronizing local bookshops to purchase materials for their needs.

Education:

Any analysis of educational characteristics for Pitkin County must be approached with caution. Due to the highly transient nature of the county's population, many residents first reach Aspen in their 20's after their schooling has been completed elsewhere.

In 1970, according to the census, 84% of the county's population had attained at least 4 years of high school and 36.1% had graduated from college. The median years of school completed in 1970 was 14.4 years compared with 12.4 years for the State of Colorado as a whole. A survey conducted by the overall Economic Development Plan Committee in 1977 indicates that mean years of school completed is approximately 13.6 years and that 90% have completed high school with 64% indicating at least one year of college. The 1977 figures for education are derived from statistics for the unemployed, so it is possible that educational achievement may be higher among the successfully employed. The possiblilty of a higher than average educational attainment level is also indicated by the large population of doctors, dentists, lawyers, accountants and architects who live in the county. One hundred fifty members of these professions are listed in the telephone directories, or 1% of the permanent population of the county.

As has been noted by Bernard Berelson in his study, The Library Public, education is one of the most trustworthy indications whether a person is a library user or non-user. It seems clear from the statistics cited above that Aspen has a population which should be highly susceptable to the idea of using the library. It appears that ideally most of the persons with some college, 64% of the population in 1977, should be library users. To translate these figures there should be approximately 8,000 registered library borrowers. Due to the lack of up-to-date registration statistics, it is impossible to do a valid comparison, but it is believed that substantially less than this 64% of the population are using the library. It is very likely other factors are inhibiting library use as mentioned in other sections of this report, such as the transient nature of the population, protective library card procedures, availability of adequate income to purchase materials, to mention a few factors. None the less, the library should make every effort to improve overall usage of the library and/or to identify and understand reasons and attitudes relating to non-use. Attempts to understand non-use of the library may be a very significant step toward improving basic services and attitudes toward the library.

Occupations:

Pitkin County's population cannot be easily characterized as to the relative status or socio-economic achievement of its population by a simple analysis of occupational breakdown. Normally, occupations equate roughly with the educational level of the population, this however does not hold in a county where job "applicants generally apply for jobs which they feel are most readily available and not necessarily those jobs for which they are ideally suited. Since Pitkin economy boasts a large tourist industry, many applicants seek jobs as maids or bar/restaurant workers."[1]

A survey of those unemployed in Pitkin County in 1977 showed that 65% of the job service applicants had some college education and that 38% of the persons seeking work in the bar/restaurant industry had a college degree or better.

EMPLOYMENT CLASSIFICATIONS IN PITKIN COUNTY

	1970	1975
Sales	7.2%	9.0%
Services	20.3	17.4
Skilled Labor	11.3	12.6
Unskilled Labor	10.4	7.0
Professional/Technical	18.4	19.5
Office/Clerical	13.5	15.3
Management	14.9	18.9
Other	4.0	0.3

*Source: O.E.D.P. table III B-7

It is estimated that the county's labor force has increased 102% since 1970.

PERSONS EMPLOYED IN LABOR FORCE

1970	2847	1974	4476
1971	2886	1975	4615
1972	3637	1976	5685
1973	4359	1977	5738

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[1] Pitkin County, 1977, Overall Economic Development Program for Pitkin County, Colorado.

The highly seasonal nature of the tourist industry, the large numbers of people who come to and/or live in Aspen for other reasons than employment and the transient, the volatile nature of the community's population all create an unresponsive wage situation, with generally low wages for most seasonal jobs.

The work force is composed of 77.2% males, 48.9% females. A breakdown of residents by age categories shows that 62.9% of the employed were in the 18-30 range, 22.5% were in the 36-40 range. Unemployment stands at about 9.6% with 64% of the population employed.

A number of generalizations may be made about the character of the Aspen employee, based upon the findings of the 1975 Aspen Employee Survey, and other county statistics. Length of residence is an important factor in the area. The survey found that the summer and winter employees differ in the fact that 38% of the winter employees have resided at their current address less than three months while this is true for 53% of the summer employees. The nature of the seasonal tourist industry also results in in-migration of employees during November and June with corresponding exit in September and April. The work force seems to be highly mobile due to a number of factors. Flexible work hours, the necessity of commuting from downvalley rural locations due to Aspen's high prices and unavailable housing situation as well as the seasonal nature of the economy, result in a work force which does not have standardized patterns of behavior.

Working hours vary widely since tourism demands service outside of the traditional 8-5 work day. During the winter months, 46% of the employees surveyed, responded that they worked weekends, while 10% responded that they worked evenings in the winter. During the summer, hours seem more uniform with 40% of the employees working 8-5, versus one-third of the winter employees. 31% of the summer employees worked weekends, and only 3% worked evenings during the summer.

Finally, employees appear to be dependent upon transportation to reach their jobs in Aspen. 62% of the year-round labor force responded that they used a vehicle to commute to and from work, which probably indicates that they do not reside close to their place of employment.

It is recommended that the library make every effort to find ways to effectively serve more of the employed seasonal population. According to available statistics, they are likely to be largely young and well educated, which are some of the strongest determinants of library use, as cited by Berelson.[1]

A survey of 557 registrations for library cards shows that 28% of the persons applying for cards in 1978 are employed in the bar/restaurant industry which is a higher percentage than would normally be found using library services among this occupation.

These strong determinants of use may be balanced by a number of factors which limit access to the library, particularily the transient nature of many employees makes them ineligible for a library card before a 3-month residency. This regulation alone may affect nearly 50% of the work force of the area. Furthermore, working hours, and the relative distance they must travel from their residence may inhibit their ability to use the library.

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[1] Bernard Berelson, The Library's Public, (Westport, Conn: Greenwood Press, 1949).

The resort character of the town which demands a large number of service personnel dictates that the working hours of many employees fall outside of the traditional 9-5 work day. It seems the library should recognize this fact by continuing to maintain Sunday and evening hours in order to serve many of the employees who have less conventional schedules.

Summary:

In summary, the county's population, overall, may be characterized as non-burdened in a sociological sense. The characteristics of this type of population are a high proportion of middle aged (16-65), large numbers of workers in white collar professions, large proportion of educated persons with fewer children and small families. The consequence of these factors is a life style which demonstrates willingness to support community expenses, supports growth and planning measures and supports government reform, all characteristics of the Pitkin County population, which is casual, liberal and committed.

The implecation for the library is relatively simple in terms of the fact that the population is highly likely to view the library as a necessary community institution. The role the library will play to serve this population should meet the expectations of the relatively sophisticated population.

Usage of the library is a different matter. As noted above, many emplouees may be barred because of regulations, or work schedules. Usage may also revolve around more intangible elements such as the image of the library as held by residents. As noted by Evans, in his study on library usage attitudes, if the population has characteristics of potential library users, as does Pitkin County, then it is possible that:

> ". . . attitudes toward the library may have an important influence on public library use. Therefore, it may be possible to increase library use by improving public attitudes toward the library. Conversely, it may be impossible to increase library use signicantly by any means unless public attitudes become more favorable to the library. . . . non-use was found to be accompanied by the comcept - accurate or not - that the library was unable to satisfy such needs. Closely related to this is the possibility that library use may be increased by increasing public awareness of the library, by making people better informed about the library, and by creating in their minds a more accurate concept of the library's utility."[1]

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[1] Charles Evans. Middle Class Attitudes and Public Library Use. Research Studies in Library Science, No. 1. Littleton, CO: Libraries Unlimited, 1970 p.116

Finally, the library may conclude that a certain part of the population, highly educated, very rich in fact, have no need for use of the public library, their needs supplied by their own means, and they should not legitimately be a strong priority in the library planning program for future planning of materials or services.

LIBRARY

History:

The first library was organized in Pitkin County in May, 1938 by a group of citizens calling themselves the Pitkin Library Association. The City of Aspen donated free use of the two rooms in the Wheeler Opera House on the first floor and a vault in the basement. The first library was strictly a private enterprise. Books, labor, materials and money were donated by lodges, civic organizations, church groups and individuals. The Librarian's salary was first paid by the Works Progress Administration and later by the National Youth Organization. In 1938 the county had a population of 1,836 persons, 777 of whom resided in Aspen.

On November 5, 1940, Pitkin County residents approved a measure to "establish and maintain a free County Library . . . and levy an annual tax not less than one-tenth of one mill or more than one-half of one mill on the dollar of assessed valuation . . ." An official Library Board was appointed. One of the first functions of the County Library Board was to establish a number of branch libraries in Meredith, Woody Creek, Carbondale and Snowmass, which remained in operation during the 1940's.

By 1960 the county's population had grown to 2,381 persons and the library was circulating 12,000 volumes to 860 registered borrowers. The Library still occupied the two rooms in the Wheeler Opera House, but space was cramped and the need for a new facility was recognized. On March 7, 1960 the Board of County Commissioners appointed a nine member New Pitkin County Library Committee to serve as an organization committee for the new library.

An 8,152 square foot library building was constructed on Main Street across from Paepcke Park in 1966. The total cost for the new library building was $180,000.00 of which $82,000.00 came from a grant from the Department of Health, Education and Welfare. The remaining $98,000.00 was raised from private donations. The library building was designed to house 20,000 volumes and provide seating and study space for 50 patrons.

The Library continues to occupy the Main Street location. The county library does not maintain branch libraries or bookmobiles. A chart below illustrates the growth of the library since 1938.

Year	Circulation	Volumes Owned	Population	Budget Expenditures	Per Capita Expenditure
1938	6,142	2,000	1,836	$ 250.71	$ .13
1940	n/a	4,000	1,836	n/a	
1944	9,000	5,130	n/a	463.00	
1948	9,610	6,900	n/a	n/a	
1950	n/a	8,800	1,646	1,200.00	.72
1960	12,000	9,700	2,381	n/a	
1964	13,856	11,830	3,050	5,590.00	1.83
1967	28,837	14,000	3,798	32,000.00	8.42
1970	54,263	15,000	6,185	41,424.00	6.69
1976	54,914	21,000	13,600	118,300.00	8.69

Organization:

The Pitkin County Library exists as a county library as a result of an election held on November 5, 1940, in which the residents of Pitkin County voted 372 to 315 to establish and maintain a Free County Library.

Creation of a county library is authorized under Chapter 24-90 of the 1973 Revised Statutes of the State of Colorado. These statutes provide for the creation of a five member Board of Trustees who are appointed by the County Commissioners. Members of the Board are appointed for a term of two years, one or two members being appointed annually.

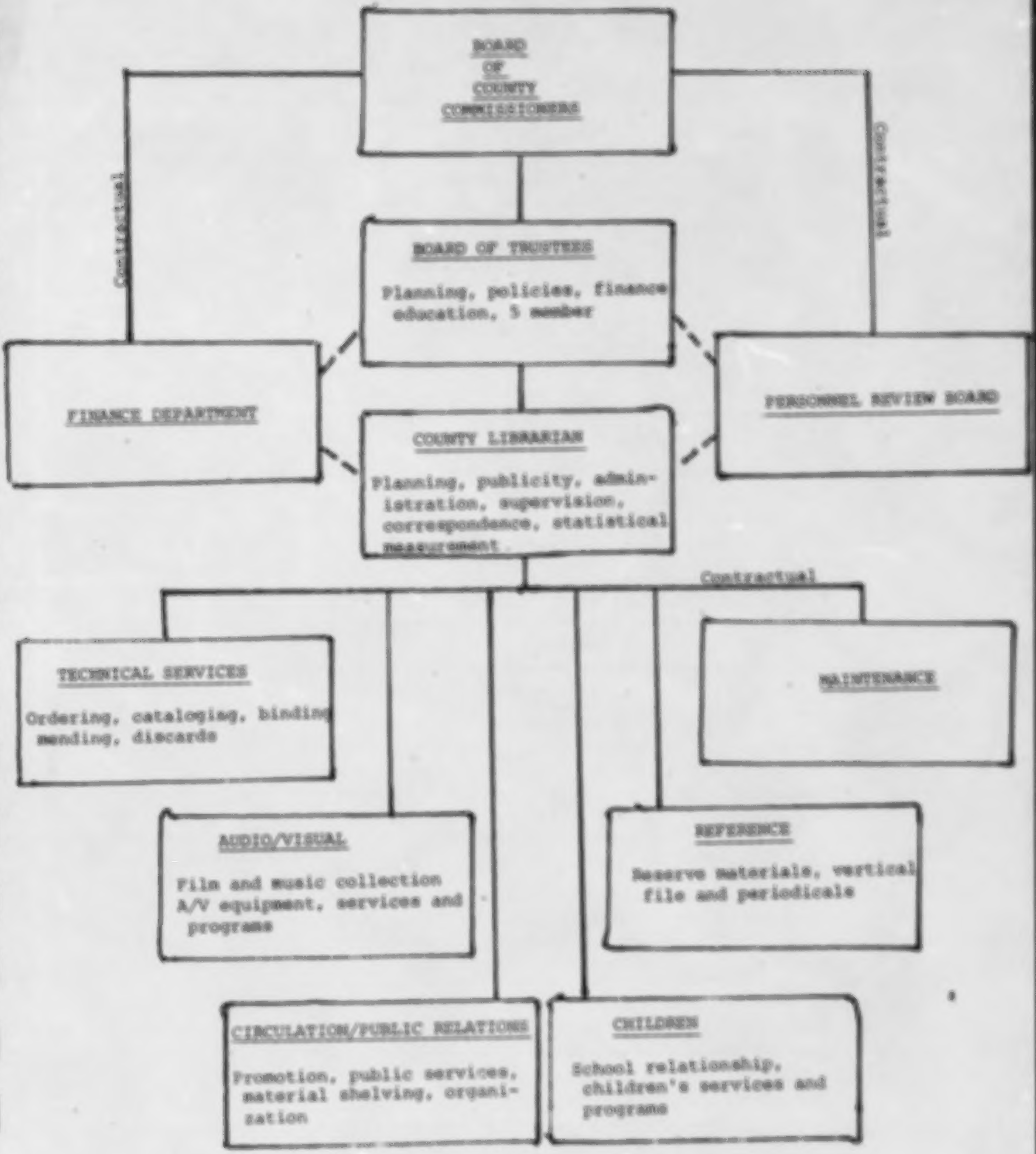
According to State Statute 24-90-115, the Board of Trustees have power to:

(1) Adopt such bylaws, rules and regulations as it deems expedient.
(2) Have supervision, care and custody of all property of the library.
(3) Employ a Director and upon his recommendation employ such other employees as may be necessary.
(4) Submit annually a budget as required by law.
(5) Have exclusive control over disbursments of the finances of the library.

The Library Board has established contractual arrangements with the county government for financial services, the personnel policy and pay plan, and data processing services.

The County Librarian is responsible for operational management of the library and management of the staff and meets monthly with the Board of Trustees to report on library activities and operations. The County Librarian is also responsible for operating within the policy framework established and approved by the Board of Trustees which includes a materials selection policy and the budget with service objectives.

ORGANIZATIONAL CHART


BOARD OF COUNTY COMMISSIONERS
Contractual
Contractual
BOARD OF TRUSTEES
Planning, policies, finance education, 5 member
FINANCE DEPARTMENT
PERSONNEL REVIEW BOARD
COUNTY LIBRARIAN
Planning, publicity, administration, supervision, correspondence, statistical measurement
Contractual
TECHNICAL SERVICES
Ordering, cataloging, binding mending, discards
MAINTENANCE
AUDIO/VISUAL
Film and music collection A/V equipment, services and programs
REFERENCE
Reserve materials, vertical file and periodicals
CIRCULATION/PUBLIC RELATIONS
Promotion, public services, material shelving, organization
CHILDREN
School relationship, children's services and programs

Financial Resources:

Funds for the support of the library are primarily derived from a property tax levy. The library has enjoyed good financial support from the county in the past few years. The per capita expenditure for 1979, using the mid-term census figures of 10,753 residents, will be $17.57, one of the highest per capita figures for library support in the State of Colorado.

There are additional sources of income which comprise about 10% of the annual budget. Money is received from book sales, photocopy fees and fines for overdue books.

Pitkin County Library is fortunate to have additional money received as a result of gifts and donations. Friends of the Library, organized in 1976, accounts for nearly $4,000 a year in donations. The collection of Colorado materials is supported, in part, by revenues from the sale of a book, "Essence of Aspen". The copyright and ownership of this book were donated by a former Board member.

Since the library's operating budget has been adequate to meet needs, additional monies received by the library are used to purchase materials and books. These gifts have had a significant effect; enabling the library to acquire collections of art reproductions, videotape and microfilm, which it would not have been able to afford out of its book budget.

In recent years no state funds have been received by the library either in the form of Library Services and Construction Act Grants or in the form of direct aid. In the past few years, however, the library has received a number of special purpose grants from the Colorado Humanities Program, the Council on Aging and the Aspen Foundation for the Arts, which have allowed the library to present a number of special services and programs.

As can be seen from the following chart, it has only been since 1970 that the library has received adequate financial support. Since 1976, the library has remedied many collection and service deficencies and at present is generously supported. For the future the library should continue to seek support in the form of county mill levy funds, additional income from library services and gifts, as well as grant support for special programs. Careful planning should be done to insure financial support in the event the county's downzoning and population control measures do result in a decline in county population, although it is believed that the county's assessed baluation will continue to climb. The impact of tourism should not be ignored in relationship to the budget since the per capita cost of library service at $17.57 does not reflect the services the library provides to a large and constantly changing tourist population. It can also be shown that although Pitkin County has a high level of municipal and county services, the actual mills assessed for taxes are lower than a number of other surrounding counties less impacted by tourism.

COUNTY LIBRARY FUND
(in thousands of dollars)

	Actual 1969	Actual 1970	Actual 1971	Actual 1972	Actual 1973	Actual 1974	Budget 1975	Budget 1976	Budget 1977	Budget 1978	Proposed 1979
REVENUES:											
Transfer & Others	$32.0	$34.0	$39.6	$42.1	$ 9.5	$ 2.7	$ 5.7	$ 3.6	$11.6	$ 3.5	
Property Taxes	n/a	n/a	n/a	n/a	50.5	50.4	76.2	101.7	122.5	144.2	187.4
Specific Ownership	n/a	n/a	n/a	n/a	0	4.2	4.2	4.2	5.0	7.0	8.5
Fees & Fines	n/a	n/a	n/a	n/a	4.7	4.5	4.3	4.2	3.8	3.8	4.2
Copier Charges	n/a	n/a	n/a	n/a	0	1.9	.9	1.5	4.0	4.2	5.2
Book Sales	n/a	n/a	n/a	n/a	1.4	1.5	1.3	0	.7	.7	.7
Book Rent	n/a	n/a	n/a	n/a	.4	.6	.3	.8	.4	.7	0
Donations	n/a	n/a	n/a	n/a	2.4	2.2	2.8			3.0	3.0
TOTAL	$32.0	$34.0	$39.6	$42.1	$68.9	$68.0	$95.7	$116.0	$148.0	$167.1	$209.0
EXPENDITURES:											
Salaries	$n/a	$30.2	$34.8	$39.1	$41.8	$39.3	$65.1	$77.7	$82.6	$98.6	$115.8
Xerox	n/a	0	0	0	0	0	0	2.5	2.0	3.1	2.7
Supplies*	n/a	9.6*	8.5*	9.6*	2.4*	10.5*	9.0*	2.0	1.0	5.3	6.7
Books	n/a	0	0	0	0	0	0	14.2	15.1	20.0	26.7
Book Rentals	n/a	0	1.2	.7	2.3	1.5	2.5	3.8	3.6	3.7	1.4
Security/Maintenance	n/a	0	0	0	0	.5	.4	.4	3.5	4.3	7.8
Audit	n/a	0	0	0	4.2	1.8	1.0	0	0	0	0
Telephone/Postage	n/a	.3	.7	.7	0	1.0	1.0	.8	2.2	2.2	2.8
Utilities	n/a	.8	3.7	3.0	5.0	3.9	4.5	5.7	6.7	7.8	9.5
Equip. Rental	n/a	0	.1	.1	0	.6	4.4	3.1	2.9	5.0	5.0
Equipment	n/a	.1	0	0	0	1.1	0	1.0	4.2	3.4	1.8
Buildings	n/a	0	0	0	0	0	5.0	1.1	3.8	7.0	7.0
Other[1]	n/a	.4	1.7	3.6	2.7	2.4	2.9	6.0	20.4	6.7	22.0
TOTAL	$32.0	$41.4	$50.7	$56.8	$58.4	$62.6	$95.8	$118.3	$148.0	$167.1	$209.2
BALANCE (Year End)	$ 0	$(7.4)	$(11.1)	$(14.7)	$10.4	$ 5.4	$(0.1)	$(-2.3)	$ 0	$ 0	

FOOTNOTES:

[1] Includes money budgeted for Basalt Library starting in 1977 amounting to ($10.410)

* Includes Book Budget

In 1979, Pitkin County anticipates spending 24% more than either neighboring counties, Garfield or Eagle. In comparing mill levies, Pitkin's was the lowest of the three at 12.19 mills, while Eagle's mill levy was 12.78 and Garfield's 13.14. The lower mill levy reflects the higher property valuation of Pitkin County.[1]

Library Budget:

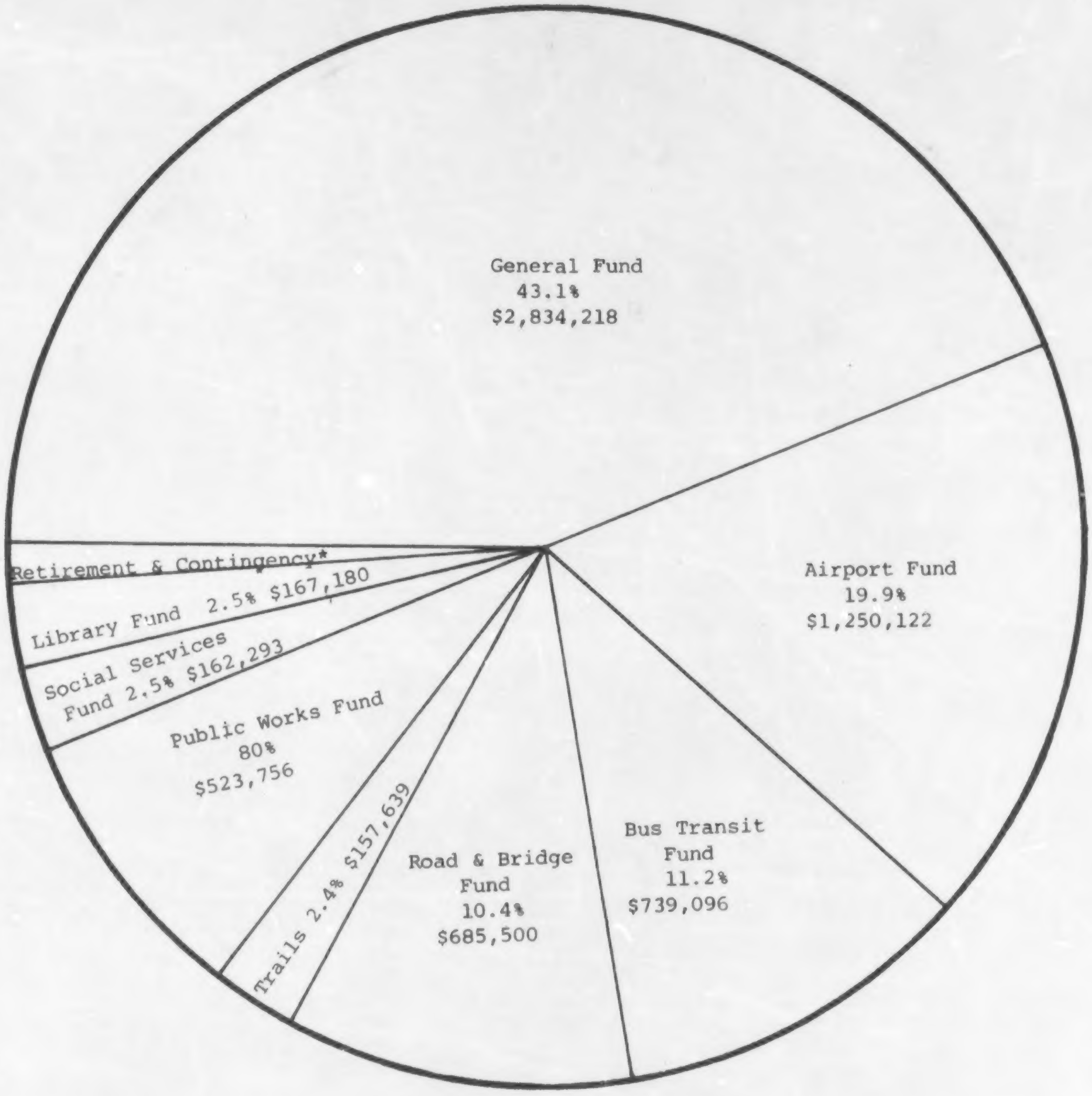
The library budget is the annual program for library services and activities each year. Over the past three years a continuing effort has been made to strengthen staff salaries as well as to continue to provide a strong materials budget. For 1979, the budget strategy was to de-emphasize capital expenditures relating to building improvements, support salary increases and an improved materials budget. The purpose of ed-emphasizing an ongoing program of building improvement is related to a drive for a capital expansion of the library building within three to five years.

The library will continue to seek a variety of outside monetary supports whenever possible. The Music Associates of Aspen pay the salary of one person for the music room. Preliminary plans are being discussed to organize a Visual Arts Library located in the Visual Arts Center, administered by the Library. It is anticipated that funding for this collection will be one-third from the library, with the remaining two-thirds from private contributions or the County General Fund. It is increasingly clear that with steadily rising costs that the statute ceiling of 1.5 mills will likely provide inadequate funding for the library in the future and every attempt is being made to seek additional sources of income outside of the mill levy appropriation. Depending upon future decisions regarding expansion of the library services, some type of funding development plan will have to be conceived and implemented. Funding for new services and buildings will have to very likely involve a combination of governmental, local and private money if the library wishes to expand significantly beyond the patterns of its present services and facility.

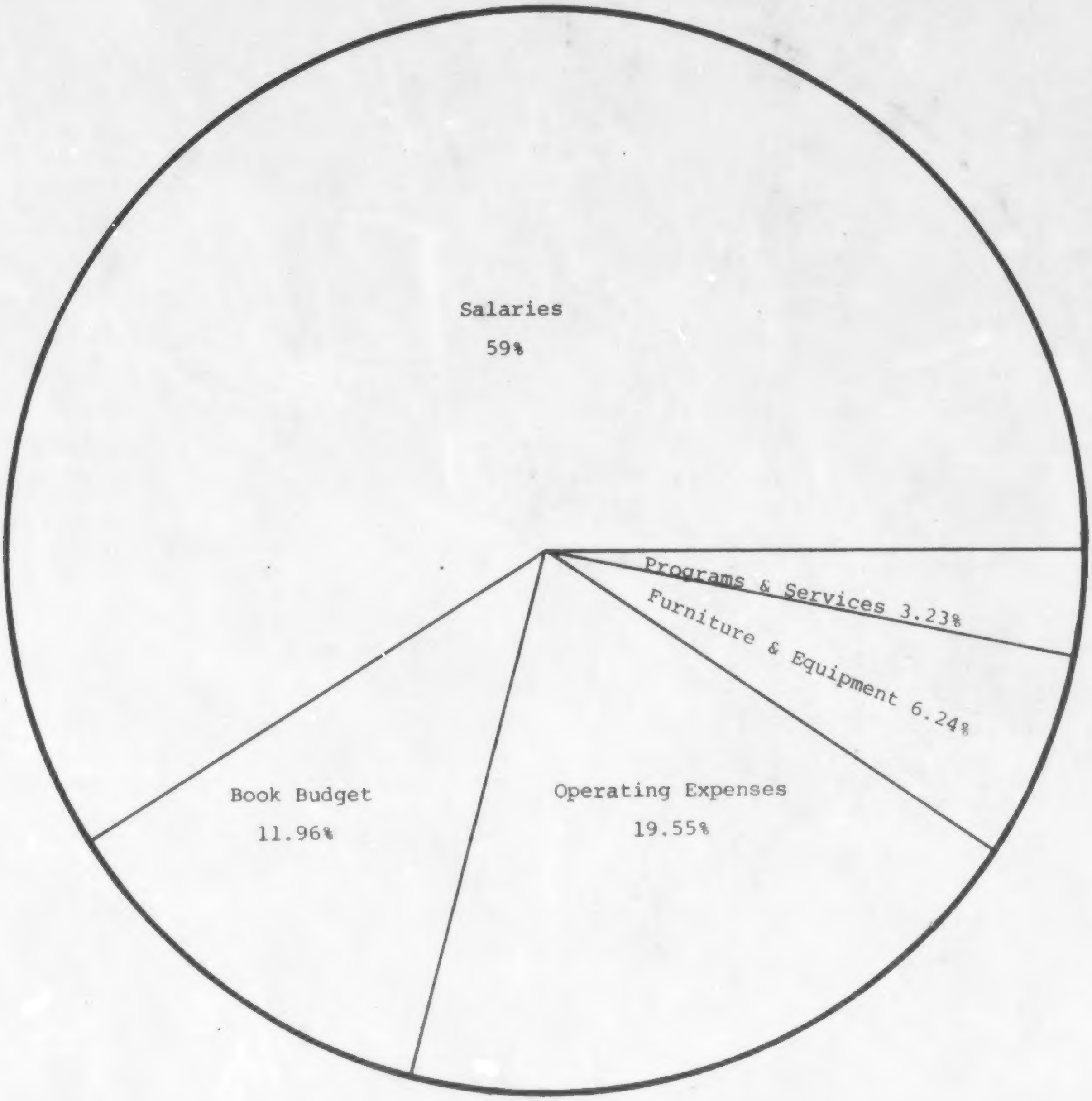
Two pie-graphs have been included to illustrate county and library expenditures. The first pie-graph illustrates the amount of the total county appropriation which is for library purposes. The second pie-graph illustrates the breakdown of library expenditures.

[1] Aspen Times. November 23, 1978 p.15A

1978 PITKIN COUNTY EXPENDITURES



1978 LIBRARY EXPENDITURES



CHAPTER III

LIBRARY FACILITIES

Building:

The Pitkin County Library building was formally dedicated on March 20, 1966. A one story structure with four interior levels, the construction is brick, with natural wood trim. Large windows along the south wall look onto Main Street and provide natural light as well as an excellect view of Aspen Mountain.

The library is centrally located within two blocks from the core commercial area. It is "readily accessible by pedestrians and public transportation" and it is located in a place "where people will or, already do congregate for other needs and services."[1]

Because of the lot size and location, public off street parking is not provided, but there is parking available along Main Street. The building contains 8,152 square feet. The main floor, at ground level, contains reading area, fiction, reference and Colorado History shelving. The circulation desk and reference desk are located on the main floor near the entrance and close to the card catalog. Public conveniences a drinking fountain, pay telephone, and restrooms are located at the Main Entrance.

The Mezzanine level at the north end of the building is six steps up from the main floor. The non-fiction shelving, youth adult shelving and additional reader space are contained in 1130 square feet. The Lower Level, down ten steps, contains 837 square feet for the Children's Room. Also on this level is a 425 square foot storeroom which is used for magazine and newspaper storage. The fourth level contains the Music Room with 862 square feet, the Meeting Room with 628 square feet, capacity of 50 persons, and 290 square feet for a staff workroom. The lowest level can be approached down a full flight of stairs inside the main entrance, or by descending in levels through the Children's Room.

The Pitkin County Library building, at 8,152 square feet, exceeds the 1962 American Library Association[2] standard of .07 square feet per person or a total of 7,527 feet for 10,753 population. Space utilization, however, is rapidly approaching maximum levels and already space problems exist in staff workroom areas and storage space. The question of whether a new facility is needed or renovation of the existing structure will be adequate depends upon a number of decisions based on future plans and priorities. Questions involving the county's projected growth, distribution of population, demographic shifts such as fewer children, more elderly, a highly transient work force, increased use of new services, such as video and audio-visual and a drop-in book circulation will all be influencing factors which must be studied in order to make future decisions regarding library services. The following chart shows a breakdown of space allocations and present shelf capacities within the library.

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[1] John Stanford, Alternatives for Expansion of the Pitkin County Library. Aspen, CO, page 1.

[2] Public Library Association. American Library Association. Interim Standards for Small Public Libraries. Chicago: American Library Association, 1962. p.15

SQUARE FOOTAGE ALLOCATION

Pitkin County Library

Total Building Square Feet:

Children's Area	837 sq. ft.
Workrooms - Staff	410
Public Reading Areas	723
Music Room	862
Meeting Room	628
Librarian's Office	110
Storage Room - Periodicals, Other - Lobby, Restrooms, Main Circulation Area, Stairs, Janitors Closets	2904
Shelving Area	1678
Total	8152 square feet

Shelving:

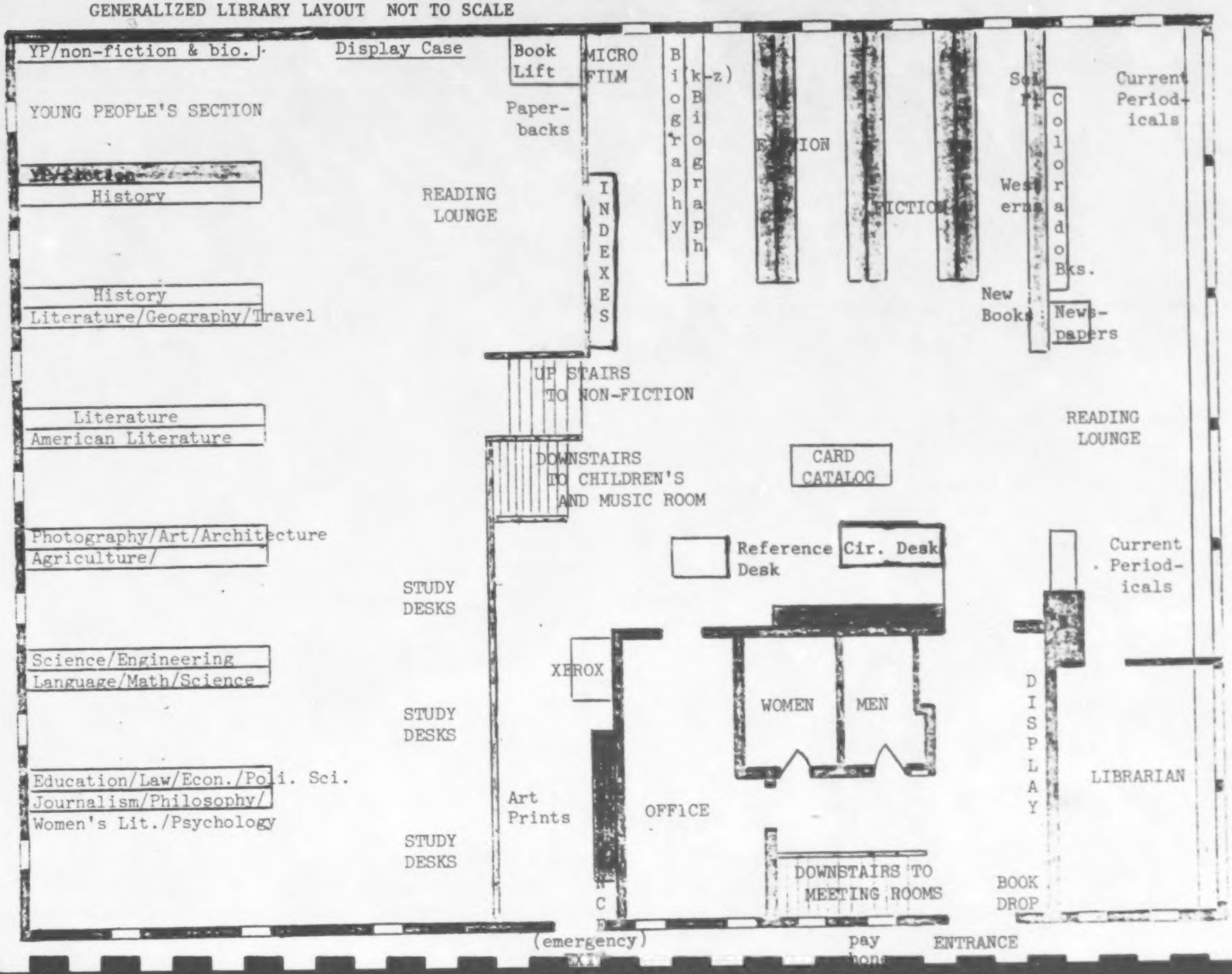
		Linear Feet	Books Owned	Books per linear ft.
Children		378	4,656	12.3
Storage		620		
Fiction		945	5,952	6.2
Music		288		
Non-Fiction				
Reference	126		547*	
Non-Fiction	1425		10,008	7.0
Colorado	120	1671	672	5.6
Periodical		90		
Total		3992	21,835	

* Figures are titles, not volumes, in this case. Higher percentage of actual volumes are on the shelf.

Architectural standards recommend 7 books per linear foot.

PITKIN COUNTY LIBRARY

GENERALIZED LIBRARY LAYOUT NOT TO SCALE



PITKIN COUNTY LIBRARY

120 East Main Street - Aspen, Colorado

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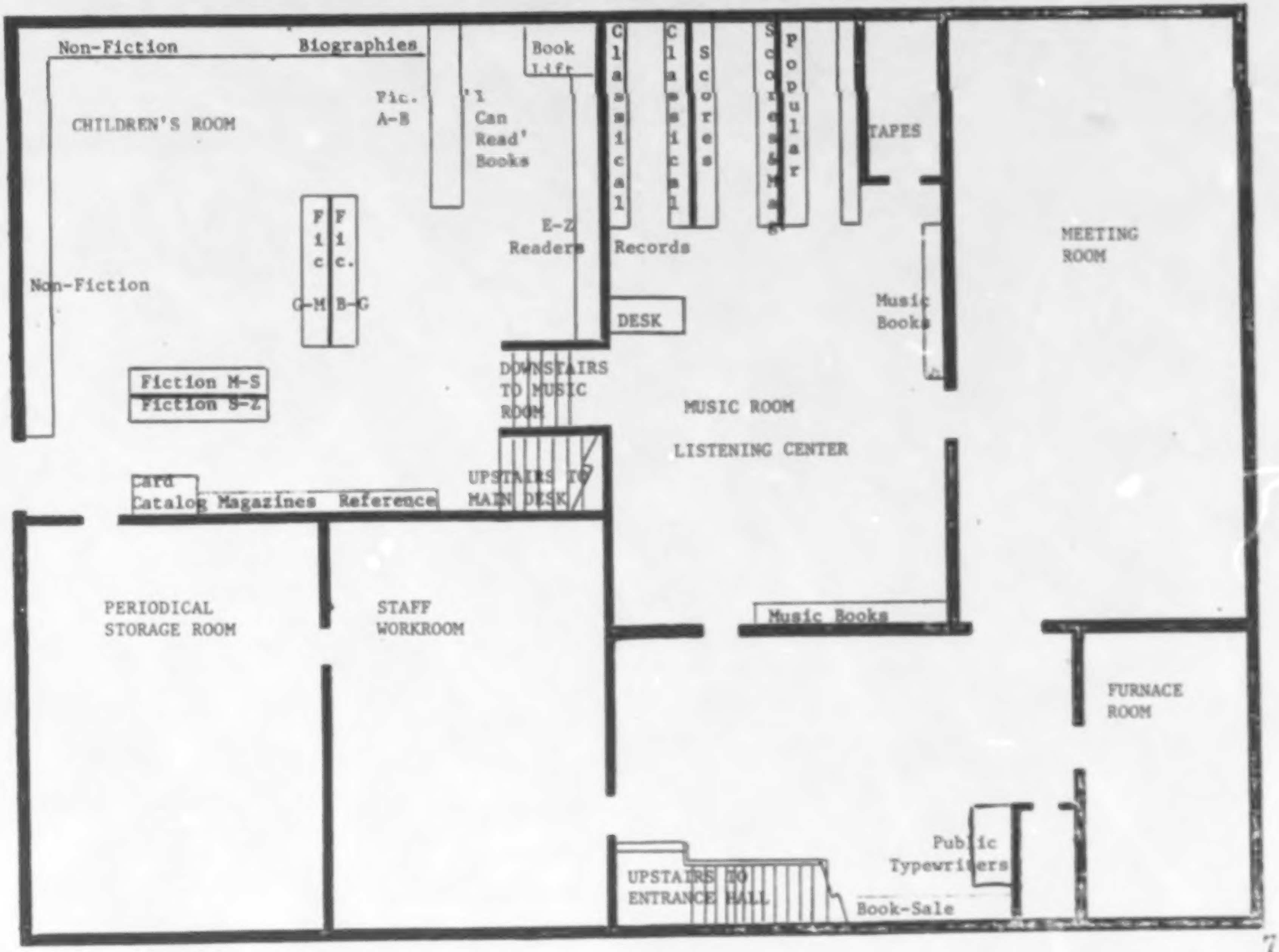
GENERALIZED LIBRARY LAYOUT NOT TO SCALE



Other problems related to the building will also have to be dealt with, such as the high utility costs to run the main structure, the difficulty of compliance with handicapped legislation since the half-level construction makes the use of an elevator difficult. The lack of parking and the unavailability of expansion space on the site are additional problems to be weighed and considered.

In 1977, the Library Board agreed to undertake an analysis of the future needs of the library. A number of specific steps have been take to prepare a future plan, including the preparation of this report, a consultant report analyzing a number of alternatives for physical expansion of the library and an architectural analysis of the present library building for future expansion possibilities.

One of the most important steps in this future planning process has been the Board's attempt to discuss, and develop a philosophic understanding of what the library's institutional mission and operating goals should be in the community. On December 14, 1978 the first public inquiry was held in order to solicit comments and suggestions on the library's role from the community. A number of ideas were advanced which should be considered in light of future expansion. The suggestions included holding more programs, such as story hour and film programs at different locations, such as the community center or Snowmass Village. The public suggested the library investigate a small branch at Snowmass Village and the possibility of a number of drive-up book drops around the county. Other suggestions involved possible relocation of the library's Music Room to the Community Center. Some discussion revolved around converting more materials to microfilm to ease storage problems or possible remote storage of materials in less demand. Overall the variety and creativity of the suggestions was stimulating.

The library should pay particular attention to the development. A number of population estimates for the projected 15 year development of a resident population are currently being advanced by the Snowmass town goernment. The latest available figures for Snowmass Village[1] project a population of 4741 permanent residents and 14,531 tourists for Snowmass in 1992. Certaintly these residents are entitled to library service and the library may want to develop a building program which incorporates a branch facility which will serve these residents.

For the purpose of this report, it is recommended that the Board establish a time frame in order to accomplish definite tasks. It is the opinion of the author that limited (2000 square feet) expansion of the existing building and creation of a branch facility should be given first, joint, priority. The time-line for these two activities should be approximately 36 months. Once these priorities are underway, it is recommended that every attempt be made to secure adjacent property, either the Sardy house to the east, or the Aspen Clinic to the west, and a phased expansion program be designed to integrate the chosen building to the purposes of providing library service. The time-line for this undertaking should be within three years of the completion of the first two priorities. The key element to this entire program will be a building-services program, outlined, understood and supported by those involved with the library, which will show benefits to the community and intended accomplishments by the library.

[1] Joe Wells, Snowmass Planner, in conversation April 12th, 1978

Collection:

The Pitkin County Library owns more than 23,000 volumes along with additional audio visual, reference, and periodical materials. According to the Interim Standards for Small Public Libraries, Pitkin County should have 2 books per capita or 21,500 volumes.[1] The library exceeds that standard by 8% with 23,251 volumes owned, as of April, 1978. The collection has been increasing at a rate of 12% per year, but inflationary pressures may slow this increase in the future. The chart below shows the growth in the collection in the past 7 years.

SIZE AND GROWTH OF LIBRARY MATERIALS

Year	Books Added	Music - A/V	Periodicals-Titles Owned	Materials Budget
1970	2144	n/a	55	$ 7,618.
1971	681	n/a		6,077.
1972	1231	366		7,200.
1973	1165	1098		7,603
1974	708	164		8,736.
1975	1326	166		12,399.
1976	3978	112		14,155.
1977	4807	575	137	15,145.

Pitkin County has a number of special collections which reflect the composition of the community. The music collection of nearly 6,000 records came into existence as the result of a special gift to the library. This collection serves the needs of approximately 900 music students, who come to Aspen to attend the Aspen Music Festival.

The library supports a growing collection of local history materials, an 8mm film collection and a video tape collection. These collections have a number of things in common. They are unusual in the size of Pitkin County, they are the results of donated money or materials and they uniquely represent the community interest in music, local history and visual materials. It is recommended that the library continue to support and extend these collections to serve the interests and needs of the community to the fullest extent.

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[1] Public Library Association. American Library Association. Interim Standards for Small Public Libraries. Chicago: American Library Association, 1962. p.15

Composition:

The library distribution of 6% young adult, 20% juvenile and 74% adult materials, shows low distribution for the juvenile and young adult collections, according to the Interim Standards for Small Public Libraries, which recommends 25-35% of the collection should be juvenile and 10% young adult materials. Considering the population distribution in the county, with only 4% of the population between the ages of 0-14, the juvenile collection should probably not be enlarged, unless demographic changes occur to warrant a rethinking of the distribution.

PITKIN COUNTY LIBRARY - MATERIAL RESOURCES INVENTORY

As of April, 1978

Type of Material	Number Owned
Books	23,251
Magazines	137*
Newspapers	17*
Microfilm Reels	300
LP Records	5,000
Scored & Librettos	820
Reel-to-Reel	1,405
Video Cassettes	100
8 mm Films	32
Filmstrips/Records	10
Books-on-Tape	12
Art Prints	18
Games/Puzzles	50

COMPOSITION OF THE BOOK COLLECTION

Subject		Number	% of Collection
Adult Non-Fiction		10,008	
Adult Biography		960	
Colorado History		672	
Reference		547	
	Total	12,157	52%
Adult Fiction		4,992	21%
Young Adult Non-Fiction		792	3%
Young Adult Fiction		624	3%
Juvenile Non-Fiction		2,256	10%
Juvenile Fiction		2,400	10%
	Total	23,251	99%

* Note: Number refers to titles not volumes.

Age:

As determined from a shelf list sample, 50% of the book collection is less than 10 years old. Larger book budgets in recent years have allowed for greater book purchases. It should be noted that the adult collection has a greater percentage of younger titles, 73% having been published within 12 years, while the children's and young adult collection show that 61% of the collection has been published within 12 years.

AGE OF THE BOOK COLLECTION

	Adult Fiction	Adult Non-Fiction	Total Titles	%
1970-77	23	63	86	31%
1965-69	12	44	56	20
1960-64	20	40	60	22
1955-59	7	19	26	9
1950-54	11	12	23	8
Older	7	15	22	8
No date	0	1	1	1
Total	80	194	274	100%

	J-Fiction	J-Non-Fiction	Total Titles	%
1970-77	13	11	24	21%
1965-69	12	16	28	24
1960-64	5	13	18	16
1955-59	9	11	20	17
1950-54	9	5	14	12
Older	6	2	8	7
No date	2	2	4	3
Total	56	60	116	100%

Usage:

A shelf list survey of the collection shows that 48% of the library's collection circulated within 12 months of the survey and that 74% had circulated within 24 months. Of the sample of 331 titles, 10% of the collection had never circulated. It would appear that the total utilization of the collection is low with only one-half of the available volumes circulating. It should be noted that the juvenile collection usage, within 24 months, is lower at 67% versus 78% for the adult materials. Although no specific studies are available, the recent studies at the University of Pittsburgh, and a similar study at Columbia Greene Community College[1], establish a definite link between age of the material and circulation. Both studies showed the older the book the less likely it was to circulate. It is interesting to note that the juvenile materials show both a smaller percentage of newer titles and a lower percentage of usage, than the adult collection. Nearly 30% of the Pitkin County Library's juvenile materials were published in the 1950's. These materials in particular should be evaluated and weeded, since if the findings of the two above mentioned studies can be brought to bear, these older materials are largely dead weight, taking valuable shelf space.

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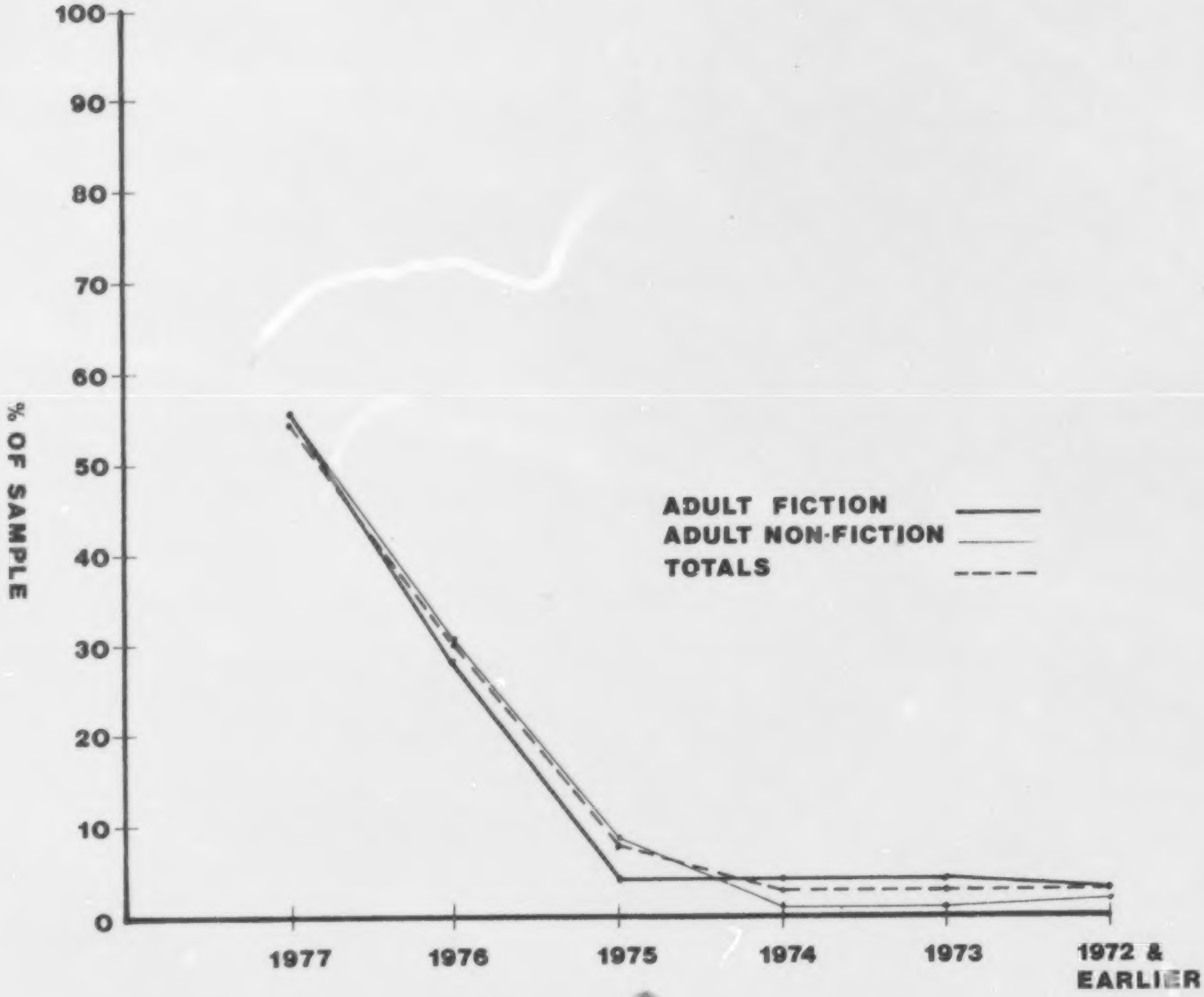
[1] "Use of a University Library Collection" Thomas J. Galvin & Allen Kent, Library Journal, November 15, 1977. p.2317

USAGE OF THE COLLECTION

% of the Collection by the Year of Last Circulation



Shelflist Sample, Spring 1977 of 390 titles;

84

Availability:

The results of a shelf list survey of 390 titles indicates that 32% of the juvenile collection was not on the shelf at the time of the survey. These figures are higher than the adult collection, with only 19% of the collection not on the shelf at the time of the survey.

All items not on the shelf were checked to determine whether they were unavailable due to circulation or theft. For the juvenile collection, nearly 23% of the titles not located were not circulating and thus presumed to be missing, due to theft or loss. For the adult collection, only 8% of those titles unavailable were missing due to loss, theft or possible misshelving.

The high rate of unavailable juvenile materials may be due to a number of factors, greater misshelving due to space cramping and the greater difficulty of organizing juvenile books, also the collection has major cataloging problems with broken up collections and minimal cataloging. Steps have been taken to inventory the children's collection and this should be continued at top priority. Procedures should also be studied and changes made to insure adequate, regular shelf reading and a further analysis made within a number of months to determine if availability has improved. It may also be significant that children's books are not regularly protected with detection strips and may become necessary if unexplained loss is determined to be the main cause of unavailability. It is clear that the juvenile fiction section needs immediate attention to improve overall collection availability.

It should be noted that circulation rates for both adult and juvenile collections stood at approximately 10% of the total collection. It is recommended that additional study be done to determine whether this circulation rate figure remains constant, particularly during the summer months. Some argument for extended loan periods, perhaps to four weeks, might be considered if the shelf unavailability, due to circulation, stands at only 10%.

AVAILABILITY OF MATERIAL

Material	Number sample	% on shelf	% not on shelf
Adult Non-Fiction	194	81%	19%
Adult Fiction	82	82%	18%
Juvenile Non-Fiction	77	74%	26%
Juvenile Fiction	37	54%	46%

STATUS OF COLLECTION

	Adult Fiction	Adult Non-Fic.	Total	%	J-Fiction	J-Non-Fic.	Total	%
On Shelf	67	157	224	81%	20	57	77	68%
Missing/Lost	5	18	23	8%	10	16	26	22%
In Circulation	10	19	29	11%	7	4	11	10%

Based on shelf list survey of 390 titles.

PUBLIC LIBRARY STATISTICS 1977

THREE RIVERS LIBRARY SYSTEM

Library	Population Served	Hours open per week	No. of staff positions	Total Circulation	Total Volumes	Current Subscriptions	Salaries	Book Expenditures	Periodicals Expenditures	Total Expenditures	Oper. Expend. per Capita	Circulation per capita	Oper. Expend. per Circulation
Aspen-Pitkin Co.	10,500	66	10	60,050	22,000	154	82,630	18,245	3,000	151,068	13.21	5.72	2.31
Basalt Regional	5,000	40	2	9,739	2,958	11	4,812	1,597	100	12,084	1.75	1.95	.90
Craig-Moffat Co.	8,200	51	8	79,973	(30,380)	51	37,853	9,133	351	65,562	8.00	9.75	.82
Eagle County	8,000	57	6	42,143	21,944	51	35,397	20,300	900	77,518	9.69	5.27	1.84
Frisco-Summit Co.	6,000	67	7	39,344	20,722	122	48,244	12,304	1,364	88,308	14.29	6.56	2.18
Granby-Grand Co.	7,000		6	35,336	14,974	5	27,961	7,251	35	43,907	5.79	5.05	1.15
Hayden Public	1,688	25	4	6,497	5,394	26	8,113	4,735	0	15,121	8.96	3.85	2.33
Leadville-Lake Co.	8,200	44	3.5	31,156	14,600	65	23,478	7,076	449	50,532	6.04	3.80	1.59
Meeker Regional	2,000	53	2	18,817	9,400	32	9,414	1,599	450	12,177	6.09	9.41	.65
New Castle Garfield Co.	21,000	51.5	12.5	128,630	62,000	128	92,698	20,000	1,850	140,983	6.71	6.13	1.10
Rangely Public	2,000	35	6	10,083	(11,419)	19	6,343	2,784		15,457	7.73	5.04	1.53
Steamboat Spgs Werner Mem.	9,500	54	7.5	53,475	22,429	70	28,400	14,300	800	61,850	6.51	5.63	1.16
Vail Public	1,500	65	4.25	22,042	11,900	203	40,608	9,000	3,500	60,241	40.16	14.69	2.73
Walden-Jackson Co	1,900	31	4	15,912	8,382	48	6,085	1,511	463	15,450	8.13	8.37	.97
System Average	6,606	49	5.9	39,514	18,464	70	32,288	9,274	947	57,876	8.52	5.98	1.42

CHAPTER IV

LIBRARY OPERATIONS

Hours of Operation:

The Pitkin County Library is open seven days a week, year-round. The library is open 66 hours per week with evening hours until 9:00 p.m., Monday through Thursday. The Interim Standards for Small Public Libraries[1] recommends that a library serving a population of 12,000 to 24,999 residents should be open a minimum of 45-60 hours per week. The Pitkin County Library exceeds these standards. The hours of the library operation are significantly affected by the flexible work schedules of the population, since it has been noted that the majority of the workforce does not observe a standard Monday-Friday work week, nor do they work a traditional 8-5 workday. The library's hours of opening during the weekends and evenings are consistent with the generally flexible work patterns of the area's population. It is recommended that the library continue to provide as many open hours as possible, in order to accommodate the varied work-hours of much of the population.

Attendance:

Statistics from the library's monthly and annual reports were compared to assess the changes in rates of attendance over the past few years. Yearly attendance has been increasing steadily, while circulation rates have increased slightly, or in some cases declined. Attendance jumped 21%, 1975 to 1976, 18%, 1976 to 1977, and 13%, 1977 to 1978.

It is clear that afternoons (12:30-5:30) are the busiest, accounting for approximately 50% of total attendance. Mornings and evenings remain relatively constant, with evening attendance increasing, which is likely due to two extra evenings per week which the library is open.

The attendance in the Music Room has also increased. In 1977, Music Room attendance accounted for 14% of the total library usage; in 1978 it accounted for 21% of the total library usage. It should also be noted that for the last four months of 1978 the library has been recording the number of children using the Music Room. Nearly 60% of the Music Room attendance, September-December, 1978, was made up of children. This statistic may have significance in terms of how children are currently using the library with less reading and more audio-visual materials interaction. The jump in attendance in the Music Room between 1977 and 1978 is also the result of a number of factors, such as establishing a full-time staff position for audio-visual services and an increase in the Music Room's hours from 20 hours per week to 52 hours per week. The collection has been broadened to feature a wide variety of audio-visual materials as well as folk, rock, jazz and popular recordings. The classical collection will continue as a significant portion of the collection, due to the presence of nearly 900 Aspen Music School students who rely on the library's Music Room. Due in part to the heavy usage of the Music Room by the students, the Music Room will continue to experience very busy summers with less activity over the remainder of the year.

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[1] Public Library Association. American Library Association. Interim Standards for Small Public Libraries. Chicago: American Library Association, 1962, p.15

ATTENDANCE PATTERN

Year	Total	Morning	Afternoon	Evening
1974	32,359	5008	17,730	5260
1975	34,296	5593	18,661	5540
1976	41,512	6843	23,984	6630
1977	49,102	7700	26,448	8206
1978	55,784	6309	29,054	8907

Music Room:

	Total	Day	Evening
1974	4,388	3514	874
1975	4,502	3938	564
1976	4,055	3563	492
1977	6,686	5891	795
1978	11,514	9095	2419

Overall the library services are affected by the large differences in peak and low periods of library usage. During the summer months the library is used heavily, the Music Room is full, reference questions increase, as do circulation and attendance. It is known that all libraries experience peaks in usage throughout the year, but the very large differences which occur in Aspen should be carefully studied and considered when making staff and library service decisions.

Another determination of library attendance has always been the weather. Inclement weather, with cold periods, significantly affect library usage. Attendance increases as people who normally walk or stay outdoors seek the library during inclement weather periods. Although it is impossible to use the weather to predict library usage, it might be interesting to compare periods of cold or inclement weather periods to library attendance to determine if a pattern exists. In an area such as Aspen, which is noted for the large variety of outdoor activities, weather may play a more important role in determining library usage than other areas of the county.

Circulation:

Comparing Pitkin County with statistics from the rest of the state of Colorado, the library falls in the middle, in most cases. The library's per capita circulation for all materials was 5.5, which compares with a state average of 4.6. In 1976, per capita volumes available were 2.1 compared with 1.7 for the whole state of Colorado.[1] Referring to the chart on the following page, it can be seen that circulation activity is closely related to the peaks and lows of attendance. The summer months are clearly the busiest. During the winter, February-March, are the busiest. The lowest months are May and December, for both circulation and attendance. Patterns of circulation follow the trends of the town, with steady use from December-March, with low periods when season ends, April-May. Summer peaks in July-August, when the Music School, ballet and other activities attract summer tourists.

The statistics for circulation figures have not kept pace with the steadily increasing attendance figures. For 1978, the book circulation increased slightly to 54,557 items from 47,094 items in 1977. This meant the turnover rate was 2½ times.

TOTAL BOOK CIRCULATION

Year	Adult	Juvenile	Total
1978	39,651	12,471	52,122
1977	34,980 - 74%	12,114 - 25%	47,094
1976	39,739 - 75%	13,127 - 25%	52,866
1975	39,819 - 77%	11,688 - 23%	51,507

Types of Materials:

Circulation activity can also be broken down in order to determine what type of material accounts for what percentage of the circulation. In the past four years, adult circulation, including paperbacks, has accounted for approximately three-quarters of the library's circulation and juvenile materials accounted for one-quarter .

The circulation of types of books shows that adult non-fiction and adult fiction account for 73% of the total circulation. Juvenile non-fiction accounts for only 5% of the total circulation and only 20% of the total juvenile circulation Circulation trends peak in July with nearly twice the activity of low months. It is interesting to note the slight increase in adult circulation over juvenile circulation which may be affected by the shift in the size of the adult and juvenile client populations in the county. It should also be noted that while adult fiction

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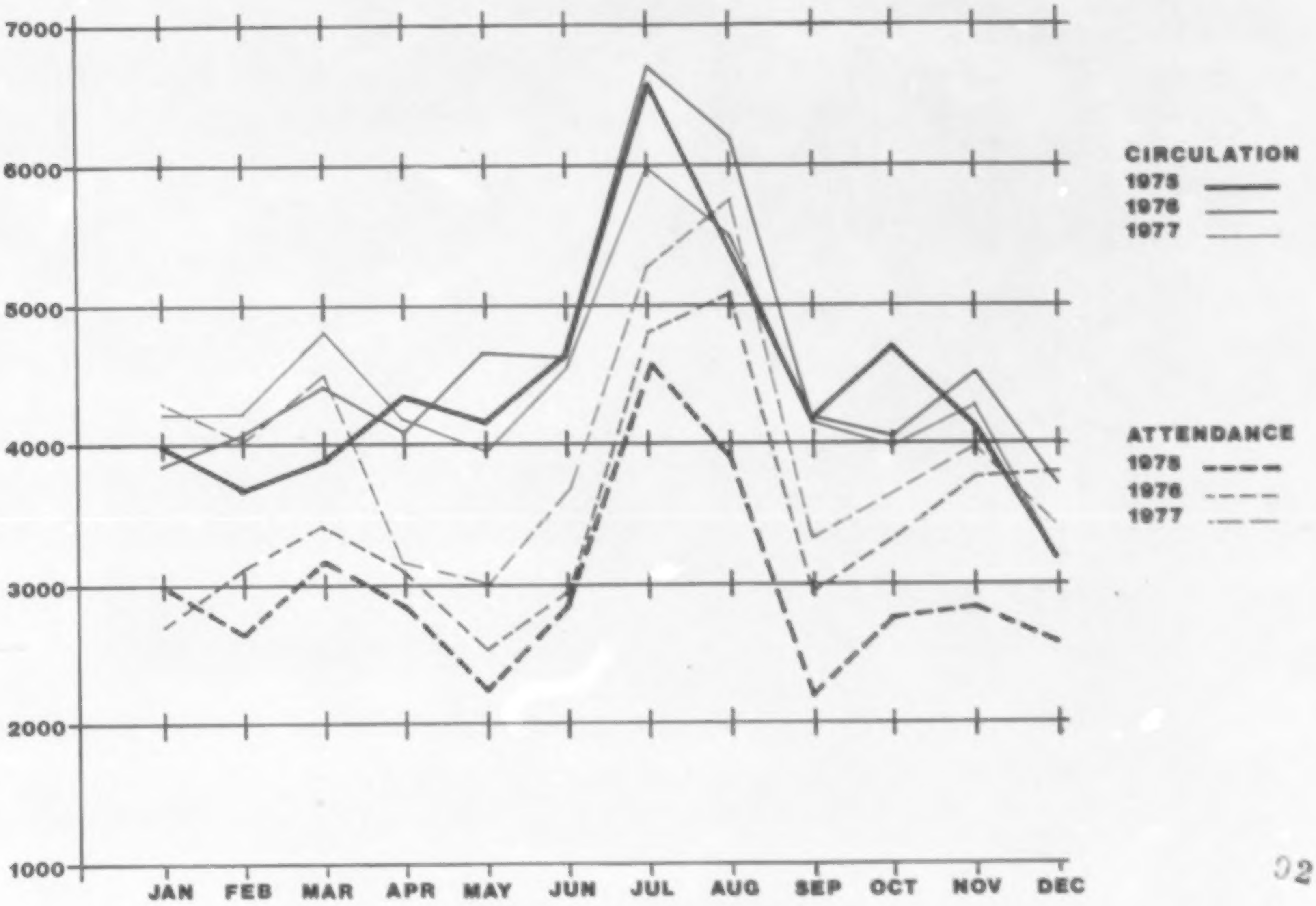
[1] Colorado Department of Education. Colorado State Library. Colorado Public Library Statistics: 1977/1978. Denver: CSL, 1978

THREE YEAR CIRCULATION AND ATTENDANCE ACTIVITY



PITKIN COUNTY LIBRARY

and non-fiction circulation is roughly equal to the percent of what is owned, this does not hold true for the juvenile collection. Juvenile materials, fiction and non-fiction, each account for 13% of the collection, however, juvenile fiction accounts for 21% of the total circulation and some consideration should be given to enlarging this section.

Another trend relating to circulation is the fact that the percentage of fiction circulating rises from approximately 33% of the circulation to 42% during the summer months, which may indicate a greater desire for recreational reading. The library should perhaps purchase additional fictional titles in the spring to prepare for this increase and programs and book marks featuring summer reading selections might be appropriate.

	Volumes Owned*	Volumes Circulated**
Adult Non-Fiction	52% (1616)	46%
Adult Fiction	21% (460)	27%
Juvenile Non-Fiction	13% (343)	5%
Juvenile Fiction	13% (642)	21%

* Shelf list measurement
** Circulation Statistics, January-August, 1978

These circulation figures have a number of implications for the library. It is evident that adult use of the collection is strongest, particularly in the non-fiction circulation. These figures may reflect the attempts to build a strong retrospective and current non-fiction collection. Furthermore, the low usage of the juvenile non-fiction collection may reflect a need for weeding and replacement of many titles. Based on observation of the school library program, it is evident that children will need to have a strong library education in the schools and in the public library to involve them in using the collection.

The following charts indicate the relative circulation of each Dewey category over a six month period. Circulation for the "useful arts", 600's, the 700's and the 900's lead in non-fiction. In the juvenile collection, natural sciences lead in circulation followed by the 700's and the 300's.

It is interesting to compare the library's circulation with a survey done by the local paper, Aspen Times,[1] on what books are purchased at local bookshops. Four bookshops surveyed reported sales of craft books (600's), ski manuals (600's), local history (900's), outdoor, recreational guides (500 & 700's), and art books. Other catagories which were listed as popular were self help books (600 & 300's), and philosophy (200's). All stores reported good sales of classic or good quality fiction and a very low market for trade paperbacks, classified as "junk fiction". It appears that there are no significant differences between library habits in Aspen and buying habits of the populace. It is also interesting to note this survey because obviously the buying habits of the tourist are taken into account and it appears tourists and residents buying habits may be very similar

[1] Mary Hayes. "Books Aspenites Read" Aspen Times. September 30, 1976. p.3B

CIRCULATION BY CLASSIFICATION

January - August 1978

Dewey Class	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Total	%
Adult:										
000	30	30	14	24	21	20	17	17	173	1.0
100	50	66	65	73	84	69	106	83	596	4.0
200	38	52	41	32	21	44	45	67	340	2.5
300	163	107	102	178	173	102	148	180	1153	8.5
400	18	14	29	18	21	34	35	37	206	1.5
500	97	110	122	126	143	105	148	132	983	7.2
600	337	345	268	349	437	350	377	396	2859	21.1
700	287	304	298	301	346	306	390	371	2603	19.2
800	133	135	98	142	132	151	233	156	1180	8.7
900	323	320	379	418	310	219	279	301	2549	18.8
Biog	72	108	108	82	95	122	159	155	901	6.6
Total	1548	1591	1524	1743	1783	1522	1937	1895	13543	63.0%
Fiction:	828	781	753	785	915	1090	1450	1343	7945	37.0%
									21488	100.0%
Juvenile:										
000	4	2	9	6	4	3	14	4	46	2.0
100	0	0	1	0	8	3	1	0	13	1.0
200	1	3	2	3	2	8	5	5	29	2.0
300	19	17	36	26	26	12	48	36	220	14.0
400	4	3	0	7	3	13	4	5	39	3.0
500	19	32	42	72	45	35	68	25	388	25.0
600	14	12	20	26	19	22	22	16	151	10.0
700	10	22	38	25	19	25	58	40	237	15.0
800	5	5	9	8	18	35	37	22	139	10.0
900	13	12	49	55	23	16	16	15	199	12.0
Biog	16	7	5	9	5	6	23	22	93	6.0
Total	105	115	211	237	172	178	296	190	1554	20.0
Fiction:	507	486	563	526	518	954	1655	1121	6330	80.0
									7884	100.0%

Acquisition:

Comparing acquisition and circulation for eight months in 1978 indicates a number of interesting points. As noted below the most heavily circulated categories in adult non-fiction are the useful arts (600's) at 21%, the arts (700's), history and travel (900's). In juvenile non-fiction, the natural history section (500's), the arts (700's) and history and travel (900's) are most popular.

NON-FICTION: ACQUISITION vs CIRCULATION

	Adult		Juvenile	
Class	Bks. Added*	Bks. Circulated**	Bks. Added*	Bks. Circulated**
000	2%	1%	2%	2%
100	3	4	1	1
200	2	3	0	2
300	16	9	10	14
400	2	2	3	3
500	5	7	16	25
600	19	21	5	10
700	18	19	11	15
800	8	9	9	10
900	19	18	28	12
Biog	6	7	15	6
Totals	100% (1613)	100% (21,488)	100% (942)	100% (7884)

* Source: Acquisition statistics January-August, 1978
**Source: Circulation statistics January-August, 1978

Fiction	20% (460)	37% (7,945)	65% (642)	80% (6330)
Non-Fiction	80 (1613)	63 (13,543)	35 (343)	20 (1554)
Totals	(2073)	(21,488)	(985)	(7884)

The acquisition rate in the 600's is lower than the circulation rate for this classification. In juvenile non-fiction, the 500's acquisition is low in comparision with circulation and acquisition in the 900's is higher than circulation, although this represents an attempt to update a badly dated geography and histoy section. In both adult and juvenile fiction, serious consideration should be given to purchasing additional fiction titles, since acquisition rates fall considerably below the percentage of circulation.

Collection Control:

The library uses the Gaylord book card system. Books are charged out for two weeks with a two week renewal. Fines are 10¢ per day for adults; there are no fines for children. Breaking down the number of books circulated with the number of books which fail to return from circulation:

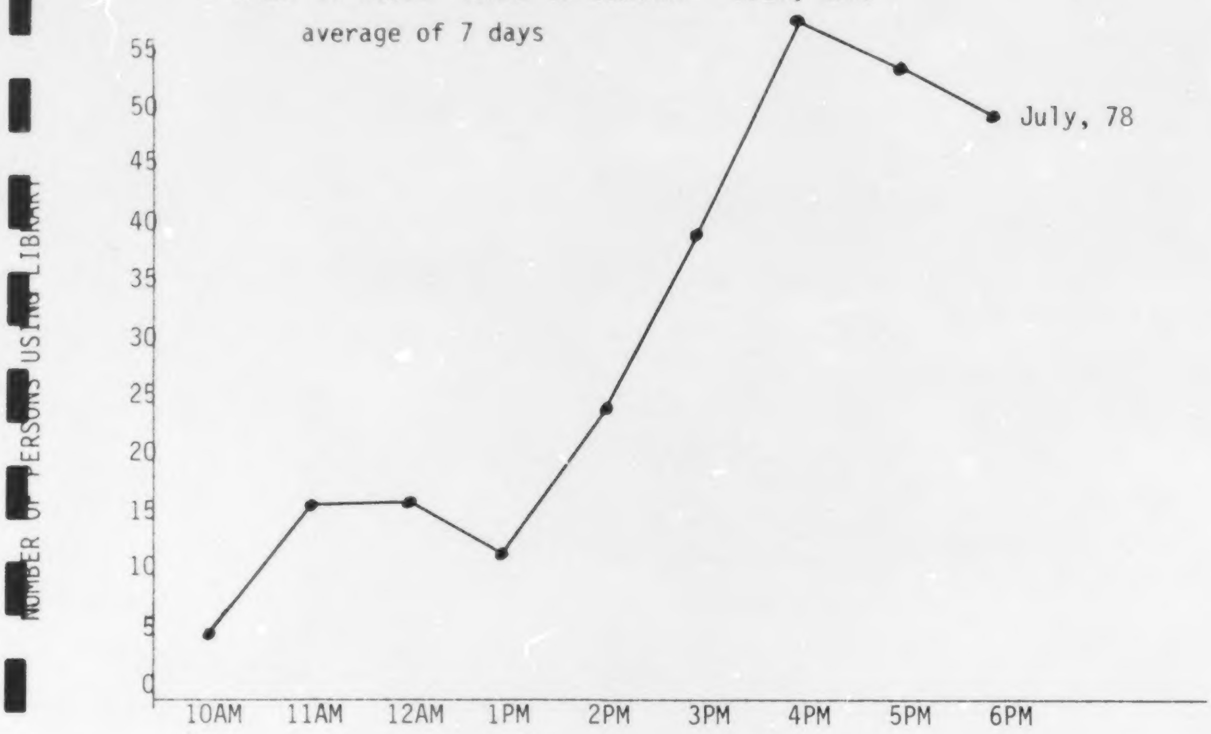
	Adult			Juvenile		
Year	Circulation	Overdue	%	Circulation	Overdue	%
1976	39,739	132	.03	13,127	87	.06
1977	34,980	253	.07	12,114	82	.06

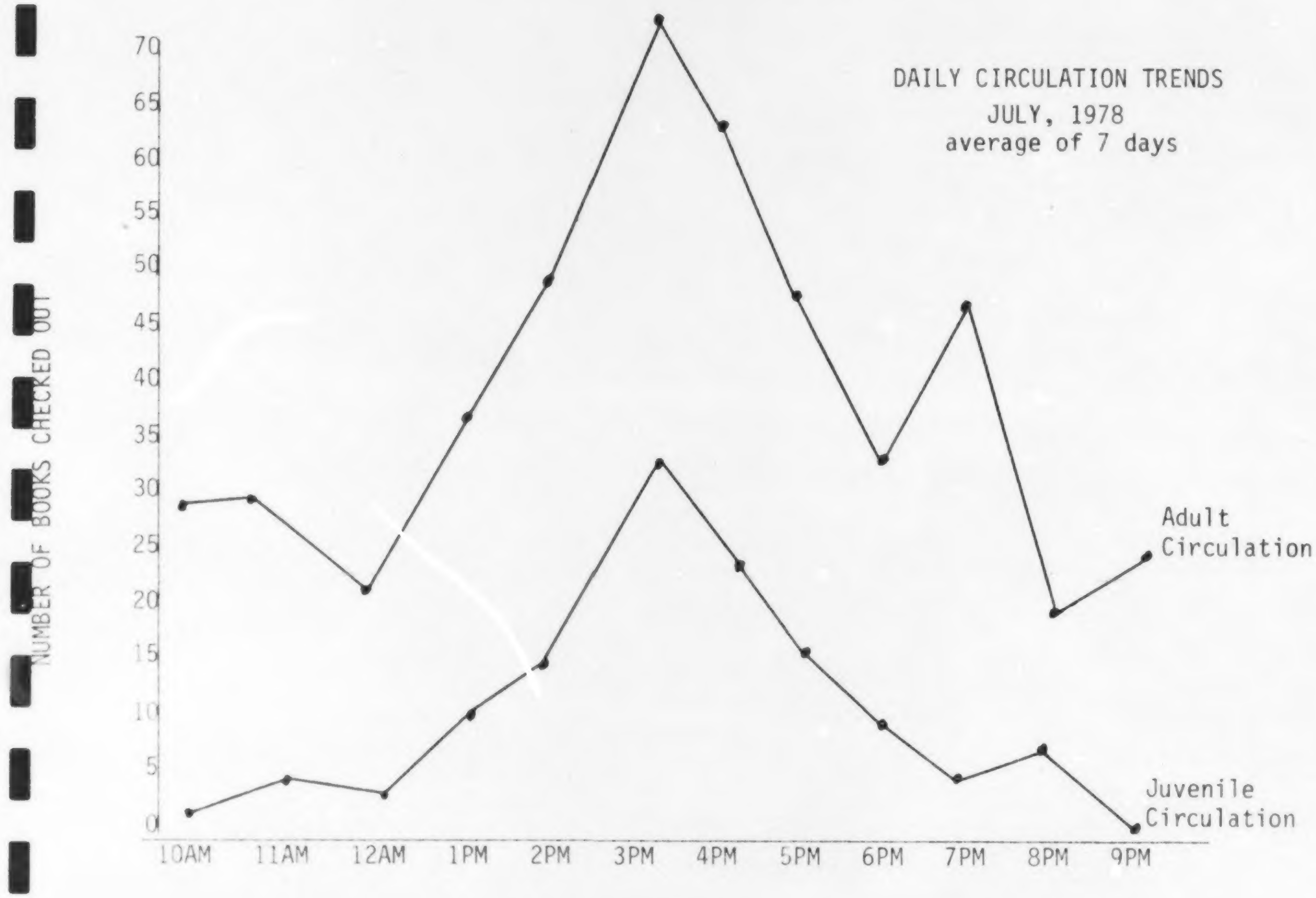
It is interesting to note that the overdue percentages remain constant for children's and adult books, although no fines are collected from the children.

The overdue statistics for Pitkin County are low by general standards. A loss rate of 5% would not be considered unusual for some libraries. This statistic suggests a number of possibilities, that the community has a strong sense of responsibility regarding library materials, which keeps the loss rate very low. It may also suggest that very complete and strict registration policies with residency requirements may keep overdue's low, but there is a possibility that access to the library is also lowered. A factor which may be considered in this matter is the high rate of theft of materials which occured prior to installation of a 3-M Book Dectection System. This high theft rate may have been symtomatic of the frustration experienced by the transient employee, barred from borrowing books by the six-month residency requirement. It is strongly recommendec that the library board consider less restrictive loan policies, while continuing to require adequate identification from patrons. Overdue losses should be monitored, and unless a strong increase in overdue occurs, a more lenient registration policy with a reduced residency time period should be considered.

Factors Influencing Circulation:

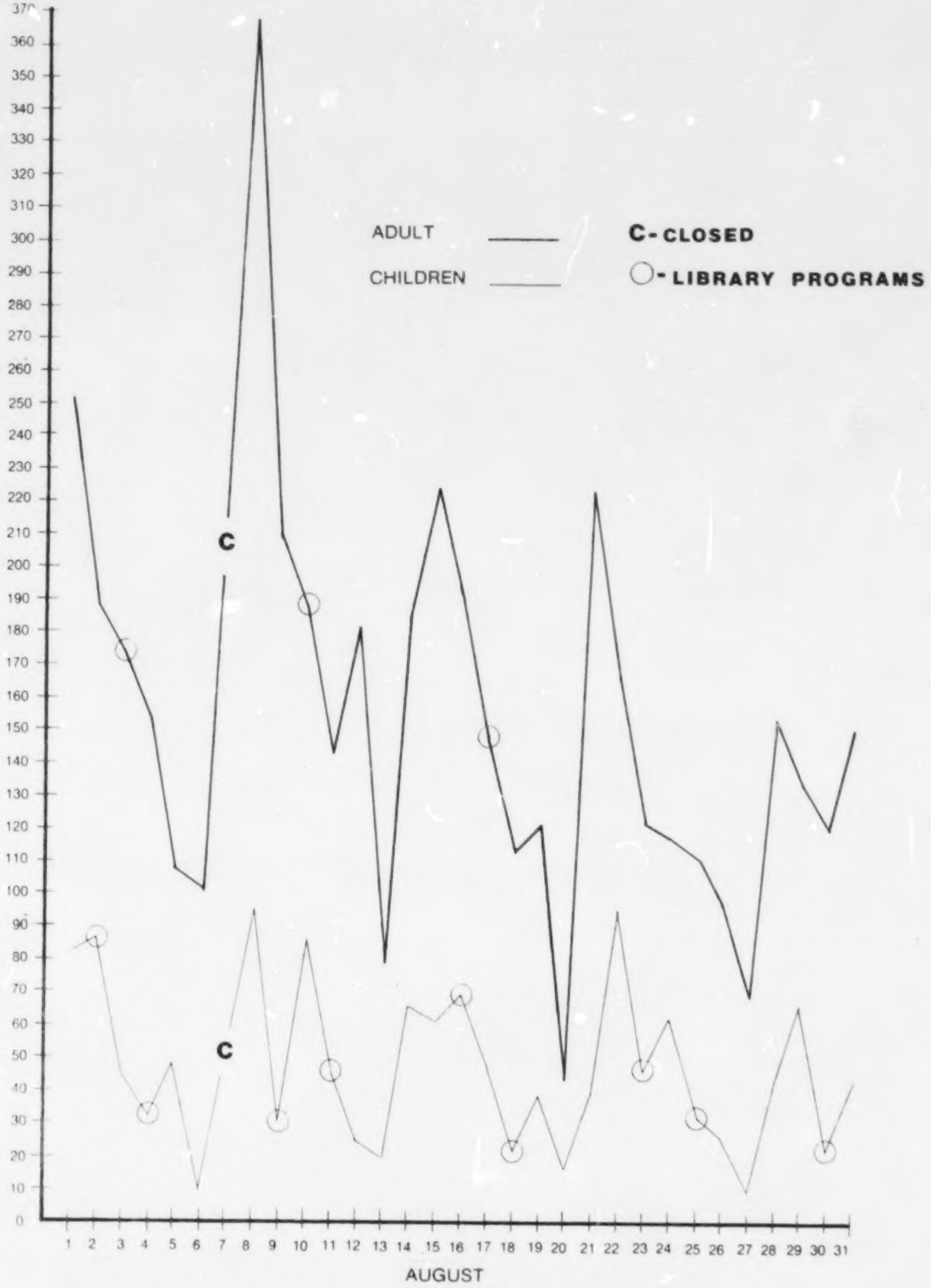
The two following graphs are intended to show whether there is a relationship between attendance and circulation patterns. The first graph shows an average attendance activity, while the second graph indicated circulation patterns for the same period. It is interesting to note that afternoons are busiest for both juvenile as well as adult circulation, as well as for attendance. Both juvenile and adult circulation experience a brief after-dinner activity. No difinitive conclusions can be drawn from comparison between attendance and circulation, but it seems possible to generalize only that attnedance and circulation are related, with most activity in the library accompanied by book circulation. For staffing purposes it seems clear that maximum staff assistance should be available on the library floor each afternoon from noon to approximately 5:30 p.m.


DAILY IN-HOUSE USAGE OF LIBRARY - JULY, 1978
average of 7 days


DAILY CIRCULATION TRENDS
JULY, 1978
average of 7 days

The following three graphs compare library program activity with circulation patterns. It is interesting to note that program activity seems to have a much stronger effect on children's circulation, than on adult. The August statistics do not hold true for this pattern although it should be noted that June and July programs were largely part of the summer reading program, while the August programs were of a more general nature. It may be possible to say that not only the conduct of the program, but also the content, may be significant in stimulating library circulation. Further program/circulation data collection and interpretation will be very important if the library is to consider converting the library meeting room into staff work space. The possible impact of moving library programs and disassociating them from circulation activities may result in a downturn in library circulation activities. It is not definite this would occur, but,it should be recognized as a possibility.

ADULT AND JUVENILE MONTHLY CIRCULATION ACTIVITY
COMPARED WITH DATES OF LIBRARY PROGRAMS.



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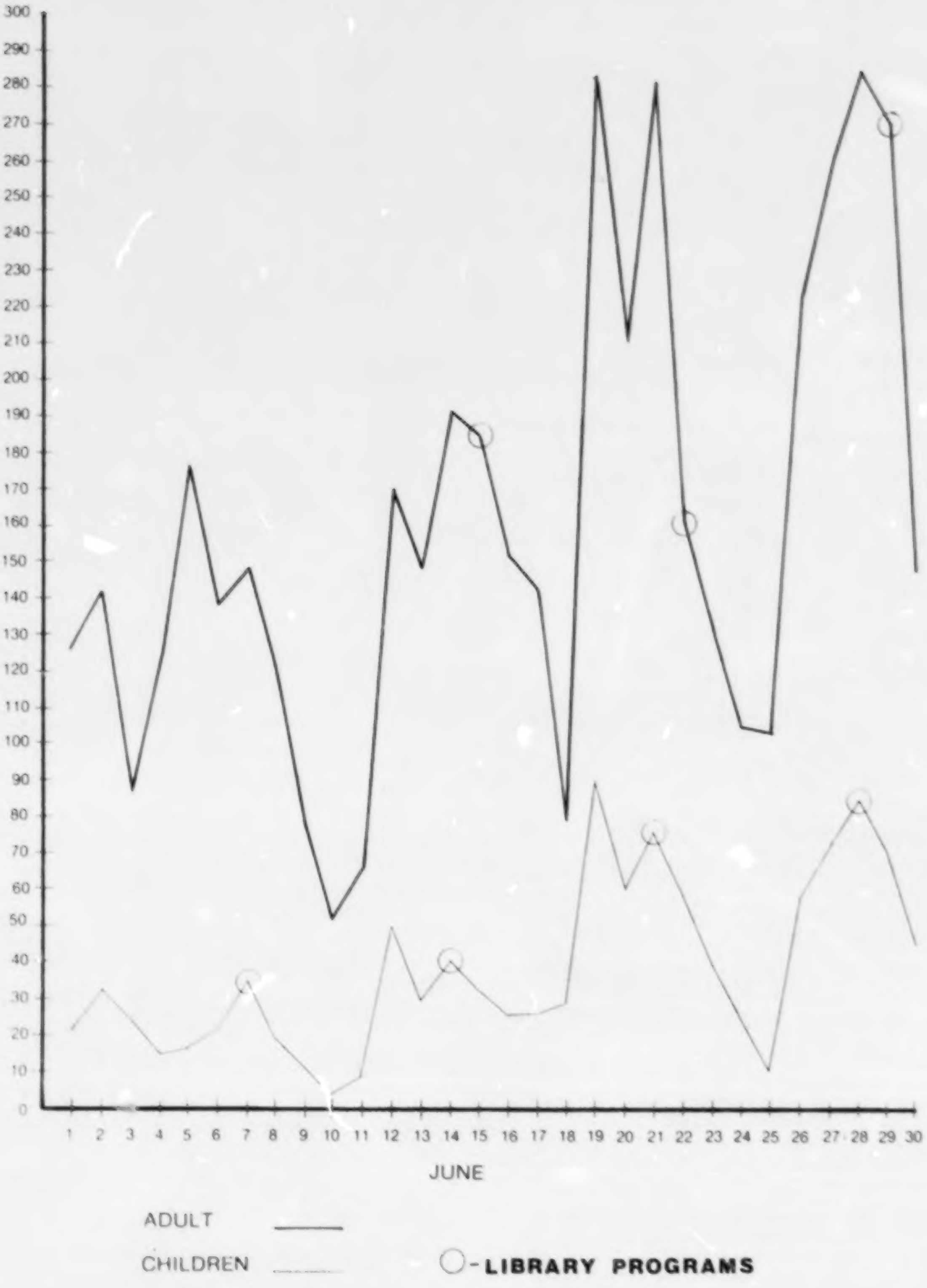
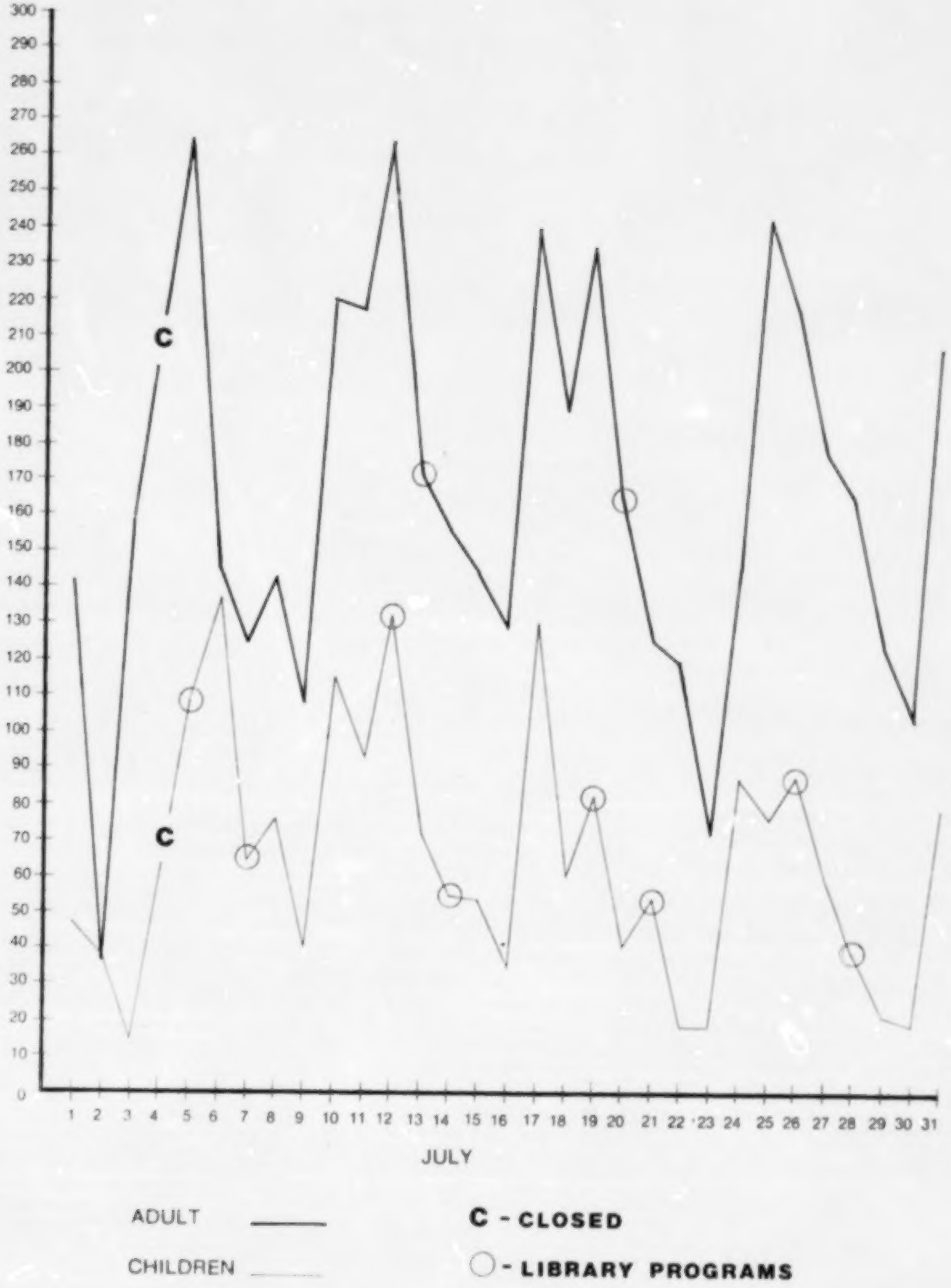


ADULT AND JUVENILE MONTHLY CIRCULATION ACTIVITY COMPARED WITH DATES OF LIBRARY PROGRAMS.



Registration:

The Pitkin County Library issues cards free of charge to residents of the county. Residency may be established through identification which shows the individual lives, works or owns property in the county. Children receive a juvenile card until age 18. This policy of issuing a child's card until 18 should be seriously scrutinized to determine whether a younger age, 14 or 16, would be more appropriate.

Non-Resident Registration:

During the summer months many individuals visit Aspen for two weeks to three months and are generally associated with one or more summer educational institutes located in the valley. The library has had a problem making services available to these quasi- and non-residents and over a period of years a number of solutions have been evolved. The most standard solution is the non-resident fee card at $10., as well as a free paperback rack. In addition, the library has a cash deposit system whereby a person may leave $10.00 or the price of the item, which ever is greater, per item borrowed. Two items, per time, may be borrowed. Cash only is accepted and the money is refunded in full upon return of the item or items.

Another option for non-residents is an institutional card. A number of institutions, such as the Aspen Music Festival, Physics Institute and Aspen Institute bring approximately 1000 non-residents to Aspen each summer. Many wish to use the library while they are in Aspen. The organization sends a letter to the library at the beginning of each season, stating they will be responsible for any overdue or lost books which the library cannot recover from their participants. Along with this letter they send a list of their participant's names. The lists are kept at the circulation desk. When a participant comes to the library desk they tell the clerk their name and affiliation and the items are checked out on the organization card with the name of the person written in next to the number. Each participant may borrow two items at a time. The library is presently thinking of expanding this service to local lodges under the same terms as one of the suggestions from Library Day. The lodges would be able to provide the name of new employees or long term guests who were unable to qualify for the three month residency requirement and they would be able to borrow items on a lodge or business card. Losses would be charged to the card and collected from the lodges.

The most innovative service offered non-residents is a credit card deposit, which is a system similar to the cash deposit system. The library has arranged through the County Treasurer's Office and thus through the local bank which handles the County's transactions, to accept VISA and Master Charge. An individual who wishes to borrow a book presents his credit card, a charge slip is written for the item and the price. The credit is signed by the patron and filed in our deposit box. If the item or items have not been returned to the library within 30 days, the credit card voucher is deposited through the Treasurer's Office and credited to the library's bank account, as with other library income. If the book is returned within the 30 day period, the credit card voucher is destroyed and the book is reslipped and returned to the shelf. The obvious advantage is reduction in the amount of money held at the desk, the ease of the transaction and the ease of collection in the case of an unreturned item. Patrons find it innovative and not nearly as painful as parting with cash while on vacation and far from their own banks and sources of income. The library is regarded as a valuable recreational asset in the community and the varied policies aid the library in supporting and adding to the image of Aspen as a quality resort.

A total of individuals unable to qualify for a card who borrowed books on a deposit are listed below by month. As consistent with library circulation figures, deposits are two and three times more common during the summer months and the period, January-March, with corresponding low periods in April and November.

PATRONS BORROWING BY DEPOSIT

Month	Number of Patrons
September, '77	15
October,	13
November	14
December	22
January, '78	27
February	23
March	26
April	11
May	15
June	44
July	87
August	43
September	13
Total	353

The library is presently undergoing a re-registration of adult library patrons, so no precise estimate can be made regarding total number of patrons. Estimating numbers is further complicated by the ransient nature of the community which results in continuing turnover of residents. Between June, 1977 and September, 1978, 3243 registrations and re-registrations were taken for adults. At present no registration figures are available for children.

With a county population of 10,749, it can be estimated that at least 38% of the population of the county has library cards.

LIBRARY CARD REGISTRATION

Month		New Registrations	Total (new & re-registered)
January, 1978		55	149
February		74	174
March		84	174
April		78	149
May		58	124
June		78	199
July		84	174
August		107	199
September		112	199
	Total	730	1541

Note: 471 are new registrations

One of the most significant implications of the library's registration activity may be the fact that the library is serving a population which is characterized as highly fluid. It appears likely that only a snall percentage of the town's population hold a library card from year to year with the majority of the users falling into the transient one/two season resident. Further study may be indicated to determine where this theory proves to be true. It further reinforces the recommendation that the library continually study community characteristics since the interests and needs may be continually changing with changes in the population.

The library should pay special attention to attracting new patrons through an ongoing P.R. campaign and also strive to continually present information publicly about not only new services, but, also basic services.

CHAPTER V

LIBRARY USE STUDIES

A number of studies have been conducted in order to determine a number of usage patterns about the library. The first group of studies involved the use of the library equipment and facility, so called "in-house" use of the library and circulation of materials. The second group of studies were undertaken to determine characteristics that distinguished library users from non-users and whether there were any characteristics which differentiated users from non-users.

IN-HOUSE LIBRARY STUDIES

Equipment & Facility Usage:

The first survey involved usage of library equipment and facilities. A survey was conducted during July, 1977 and again in November, 1978 to determine whether summer and winter usage patterns differed in any significant manner. A comparison of the two surveys shows similar usage patterns, whereas tables, chairs, lounge chairs and couches receive the most use, which is reasonable as they are general use items and out-number any other facilities. The record players follow close behind during the summer months when the music students use the listening room. Next, in rate of usage are the two typewriters which people wait in line to use, and are free of charge to the public. The next most used piece of hardware is the photocopier, which is available to the public for a charge of 15¢ per copy. Use of the card catalog is fairly light. It is significant to note that the summer survey demonstrated a much more generalized usage of the building and equipment as compared with the winter survey which may reinforce the need for additional staff assistance during the summer months. Also, although the surveys do not prove so conclusively, it would appear that the summer use of the library is more widespread, as well as more sophisticated, again indicating a need for the strongest staff complement to assist patrons. It is also significant to note the relatively light use of the card catalog, which may indicate that patrons are unwilling to help themselves. This light use of the catalog may also indicate an unfamiliarity with this basic library tool which would make the availability of staff persons doubly important.

INVENTORY LIST

Equipment & Facilities Inventory:

	Total Available	Summer Usage*	Winter Usage*
Table Seats	32	34	17
Lounge chairs, couches	28	46	86
Meeting room seats	18	1	1
Record Players	12	37	18
Cassette players	2	1	-
Audiotape recorder	2	2	-
Photocopier	1	7	2
Film Projectors	3	7	2
Micro film/microfiche reader/printer	2		
Slide projectors	2		
Typewriters	2	8	
Children's Room seats	20		

*Note: Usage 7 hours, 10-5, Aug. 20, & Nov. 12, 1978

In-Library Circulation:

For several days in July, 1978 a survey was undertaken to determine patterns of in-house use of materials by library patrons. Adult non-fiction followed by adult fiction had the greatest in-house use, which relates to the circulation patterns outside of the library. The next most used category was periodicals and then phono-records. The heavy in-house usage of both of these types of materials can be largely accounted for by the non-circulating nature of the collections. Since this survey was conducted during July, music student use is represented.

Reference materials were used infrequently. The low usage of reference materials may have a number of implications. The public's lack of familiarity with these materials may inhibit their use. The inaccessibility of their location behind the circulation desk may also inhibit use. The high percentage of reference questions answered over the telephone (51%) may give a clue that the Aspen population expects library service help rather than helping themselves with questions. Increasing usage of the reference collection should be adopted as a priority.

The following list show the percentage breakdown each category of materials used by patrons in the libraryover a seven day period.

IN-HOUSE USE BY NUMBERS AND PERCENTAGES

	Number used	Percentage
Fiction (Books)	122	21%
Non-Fiction (Books)	185	31%
Periodicals	111	19%
Records	104	17%
Reference	25	4%
Newspapers	17	3%
Documents	10	2%
Telephone Directories	9	2%
Audio-Tapes	8	1%
Vertical File	4	<1%
Totals	595	100%

User Studies:

As has been noted throughout this report, tourism and non-resident use of the library have an impact on the patterns of usage of the library. In order to determine who is using the library a number of studies were undertaken. A study was made of the library's registration file to determine characteristics of registered users. Two user surveys were conducted, one in winter and one in summer to gather information about persons physically using the library, both patrons and those without library cards. A third study was a questionnaire distributed to Snowmass Village residents, which was designed to provide additional information about resident characteristics. This survey was also undertaken to attempt to determine whether there were any significant differences between residents who had library cards and those without cards, in terms of age, family structure or education.

These studies provide some insight into the profile of the library user, as well as the registered library user. The studies also point out the impact of tourism on the library, since walk-in users of the library differ in some aspects from the registered library user identified from the registration file.

Prior to citing statistics for Pitkin County, reference should be made to a number of library surveys which provide some basic data of what comprises the typical library patrons. Comparisons can then be drawn to Pitkin County to indicate similarities and points of divergence.

Bernard Berelson, in his study The Library's Public, provided data which indicated certain generalized characteristics of library users. Although the survey was conducted in 1949, the data remains gennerally true today. Briefly summarized, the Berelson's Public Library survey indicated the following: more females than males use the library, usage is highest among students declining through the occupations with persons categorized as unskilled laborers making the least use of the library. Primarily "middle income" persons use libraries, the poor and the rich are less well represented. More single persons use libraries than married persons. Age is an important determination of usage eith school age children making greatest usage with use declining as persons get older. Education was found to be one of the strongest determinants of library use. Persons with a college education, according to Berelson, are most likely to be library users on a nearly one to one ratio.

Berelson's data has been supported by other more recent surveys and data which show his findings continue to be true. A survey of public library patrons in North Carolina in 1971, as reported in Library Journal,[1] provides some interesting statistics supporting Berelson. In the study more women than men used the library with one-half of the library user population being under 40 years of age. On the average, users had completed two years of college, while non-users, typically, had a high school education. The median income for library users was found to be 60% higher than non-users, a significant difference between groups. Finally, occupation seemed to be significant, with 25% if the library users classified as white collar workers. As evidenced by this study, it appears that it is possible to generalize about the typical library user as one who is young, white, well-educated and relatively well-to-do financially.

Distribution:

A comparison of statistics for walk-in library users and those registered to use the library shows that the geographical distribution of library users remains fairly constant between the two studies. It may be said that persons who actually use the library are very likely the same persons who register to use the library, thus it appears that there are no particular factors inhibiting any persons from a particular area from using the library.

Location	Walk-in Library Use		Registration File Sample	
	Number	%	Number	%
Buttermilk, Owl Creek, Maroon Creek, Airport	35	9%	39	7%
East Aspen	38	10%	27	5%
Aspen	195	50%	322	58%
Red Mountain	19	5%	20	4%
Snowmass Village, Brush Creek, Wildcat	39	10%	63	11%
Downvalley	60	16%	86	15%
	386	100%	557	100%

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[1] Ray L. Carpenter. "The Public Library Patron", Library Journal, February 1, 1979 pp.347-351

Comparing these figures with the distribution of residents in the county it appears that geographical representation in the registration file and from walk-in use closely parallels population distribution only in the case of Snowmass Village.

	Census	Walk-in	Registration
Unincorp. County	5961 - 56%	152 - 39%	172 - 31%
Aspen	3804 - 35%	195 - 51%	322 - 58%
Snowmass	984 - 9%	39 - 10%	63 - 11%

Use of the library by geographical distribution of residents should be closely monitored since the development of independent services for Snowmass Village, such as a shopping area and other municipal needs may greatly diminish Snowmass Village residents reliance on Aspen. The fact that Aspen's use of the library is higher than the actual percentage of the population as well as the lower statistics for the unincorporated part of the county seems to support Berelson, that proximity aids library usage. The library may want to give further consideration to serving more residents through outreach services, since clearly the library is not reaching everyone in the community.

Furthermore, although it is not brought out in the statistics for the county, it is well known that Redstone, Meredith and Thomasville, three small towns in Pitkin County more than 60 miles distant from Aspen, are receiving little or no library service. Some attempt should be made to provide at least minimal library service in these communities.

Registration Study:

Some statements can be made about the characteristics of a user of the Pitkin County Library from the registration file.

Sex:

In the registration study, 62% of registered users were females, while 37% were males. In the actual use studies, the proportion of males to females was closer. The significance of these figures may be to indicate that females use circulation services to a greater extent than men.

Sex	Registration Study	User Studies
Male	37%	36 - 45%
Female	62%	54 - 63%
No response	1%	1%

Age:

Age statistics are available for two studies, the registration study and the Snowmass Village Questionaire. It has been noted that the greatest library usage occurs among the 19-35 year old group, while usage declines steadily with the smallest user group being the 65+ age group. No definite statements can be made tha younger age is a determinant of use since the largest age group in the county using the library is also the group which is numerically the largest and the group studies have found to be the most likely to use the library.

Age	Patron Registration	Snowmass Questionaire	% of population in age group *
18-21	10%	1%	7%
22-35	57%	50%	45%
36-50	17%	30%	19%
51-64	7%	14%	8%
65+	3%	1%	3%
No response	6%	3%	

*Note: 1978-Mid-term Census

The Snowmass Questionaire shows a low percentage of respondents in the 18-21 year old group. This statistic may reflect the fact that this group does not participate actively in politics, since the survey was conducted at the polling place for an election.

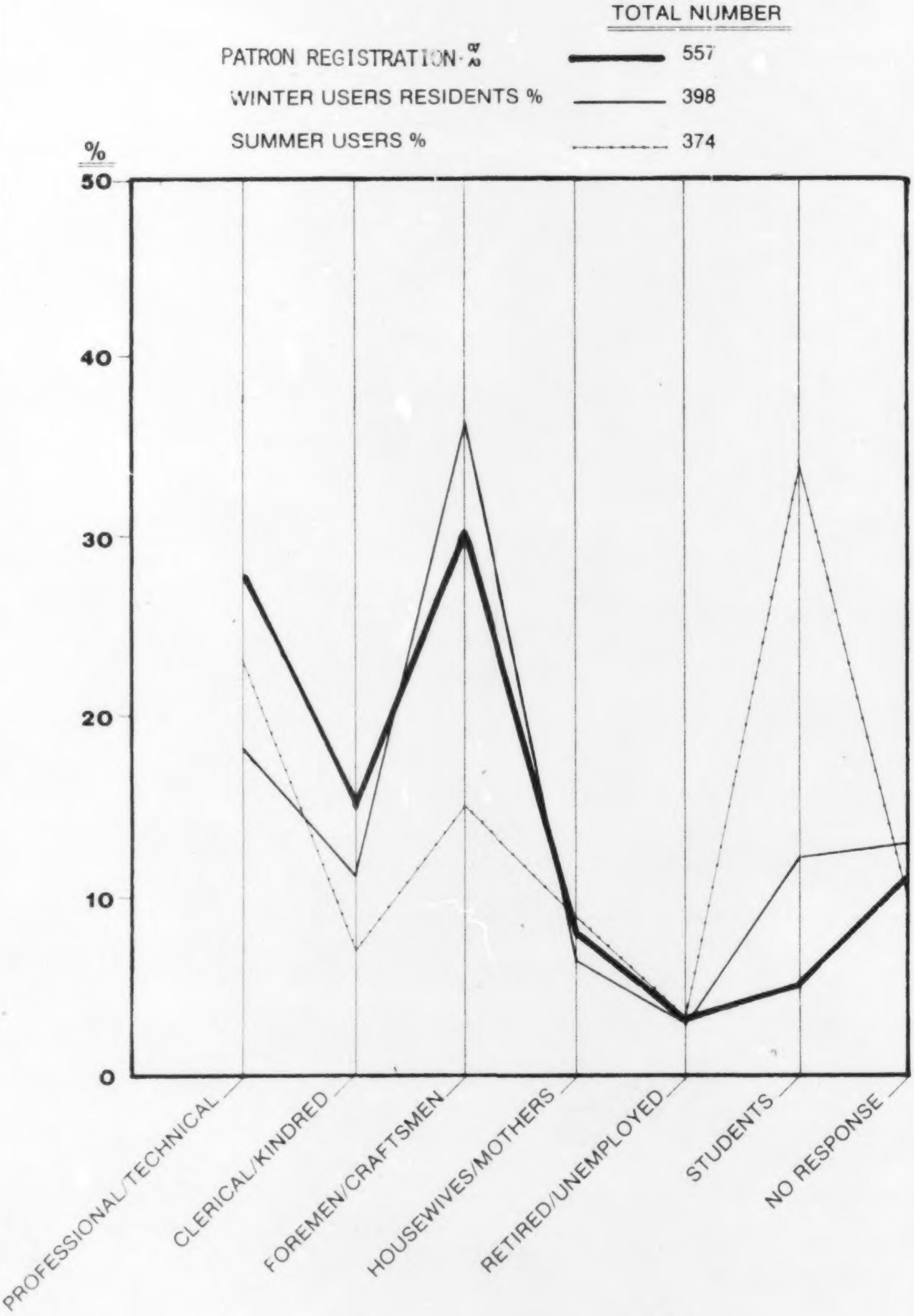
Occupations:

The occupational characteristics for the library very interestingly vary seasonally by professions.

	Patron Regis.	Winter Users	Summer Users	Snowmass Ques. (library users)
Professional/ Technical	28%	18.5%	23%	22%
Clerical/ Kindred	15%	11%	7%	29%
Labor/Skilled	30%	36.5%	15%	25%
Homemakers	8%	6%	9%	17%
Retired/Unemp.	3%	2.5%	3%	4%
Students	5%	12.5%	34%	1%
No response	11%	13%	9%	2%
	100%	100%	100%	100%

*Note: Registration sample includes persons over 18, no school age children.

THREE STUDIES: OCCUPATIONAL BREAKDOWN OF LIBRARY USERS



The occupational breakdowns generally follow Berelson's findings for clerical groups comprising one-tenth to one-third of the users, although this group is smaller in the summer users. The professional/managerial groups are consistent with surveys which show this to be the most likely group to use the libraries, however, the labor group clearly deviated from survey findings, which show this group least likely to use libraries. The unique nature of Aspen's work force which is often over-educated for occupation makes it dangerous to draw too strong conclusions about occupational groups using the library. It is interesting to note the change in usage percentages between summer and winter in the labor group. Clearly this group has far more time to use the library in winter than summer, which is the height of the building season. Some attention should be paid to this shift in usage by occupation in the type of program planning undertaken by the library.

It was expected that homemakers might prove higher percentage in statistics for users. Berelson found that homemakers generally comprise one-tenth to one-third of the library's user group, but the large percentage of single persons in the county certainly influences the size of this group.

The figure for students rises to 34% during summer months, due to the pressure of the Aspen Music School in Aspen. Of those students responding, 59% were students in high school or college, rather than the lower grades. Based on these surveys, Pitkin County appears to have a lower than average student population, since surveys indicate that school-age children should be heavily represented in the library and account for up to one-quarter to one-half of the library's user population. The census figures do show that the school-age population, as a group, represents 16% of the population. Furthermore, this group is declining in size from 24% in 1970, to 16% in 1978. The implication for the library should be to vigorously work to improve student use of the public library through a strong program of school and public library cooperation.

The absence of a higher education institution within 40 miles of Aspen probably results in the insignificant older student population using the library in the winter.

Users and Non-Users -- Snowmass Questionaire:

The library has done one survey at Snowmass Village to determine if there are any definable differences between persons who identify themselves as library users, and those who do not use the library in Pitkin County. The results of the survey were also related to Berelson's findings to determine whether certain characteristics of residents conformed to his findings. The Snowmass survey was conducted in November, 1977, at the time of the election to determine whether residents would incorporate as a town. Only those eligible to vote, registered and of voting age, were surveyed. One hundred fifty-five surveys were collected.

The Snowmass Village area was designed originally to primarily serve the tourist. It was created as a summer and winter resort complex and because of its resort nature it lacks most normal resident conveniences such as civic facilities, commercial businesses and social services which can be found in a normal town. The permanent residents, which numbered 984, according to the 1978 mid-term census, are largely dependent upon Aspen for services, such as schools, churches, groceries and other activities. The mid-term census of housing in Pitkin County shows that 77% of the vacant housing in the county is at Snowmass Village. This indicates the highly tourist-oriented nature of the area, since this vacant housing represents seasonal condominiums and vacation houses. Snowmass Village presently has approximately a 10% permanent population. Certain statements can be made about some of the characteristics of library users and non-users in Pitkin County from information gathered from this survey. A number of factors, age, sex, and education do not seem to significantly differ for the user or the non-user group. For both users and non-users, the 22-35 age group is the largest, not surprising since this is the largest age group in the county. The users were 51% between the ages of 22-35, while 50% of the non-users were in this catagory. Users and non-users were nearly evenly distributed in each age group with no significant percentage difference. Females composed 63% of the users, 58% of the males were users. Among the users, 87% had at least some higher education with 21% having post-graduate experience. The non-users had 82%, with some college education. Both user and non-user groups show a greater educational level and it does not appear that educational level in the county can be cited as one of the strongest determinants of library use. It would appear that in the case of the non-users the library will have to look to other factors, such as distance, as inhibiting library usage.

Interestingly, one of the strongest determinants of library usage at Snowmass appears to be the structure and size of the family unit. The second category of responses to the questionaire involves responses regarding living and working conditions which might affect the individual's access to the library services available in Aspen. Some attempt was made to determine if these factors could be distinguished as inhibiting library use and what they were. It is assumed that all persons responding live at Snowmass Village, since they were elegible to vote in the Snowmass election.

Respondents were asked where they worked. Of the users, 51% responded that they worked at Snowmass, 33% said they worked in Aspen, 4% said they worked in another location, 2% said they were retired and 10% did not respond. Of the non-users, 60% said they worked in Snowmass and 18% said they worked in Aspen. 3% of the non-users said they worked in another location, 6% were retired, 6% did not respond and 6% said they worked at both Snowmass and also in Aspen. Thus, although the majority of the respondents said they worked at Snowmass, more library card holders worked in Aspen than those who did not have library cards.

Another question regarding employment asked how many hours per week the person worked. Of the users, 81% indicated they worked more than a 35 hour week, while of the non-users, 83% said they worked 35 hours or more each week. 13% of the users and 12% of the non-users responded that they worked less than 35 hours per week. The no-response rate was 6% for users and 5% for non-users. The statistics for both groups are similar and do not seem to indicate any special effect upon library use or non-use, as a result of time conflicts or inability to get to the library when it was open.

Regarding transportation and whether it limited access to the use of the library, responses indicated that 13% of the users felt that transportation limited their access to the library while 85% did not feel limited by transportation. 12% of the non-users were limited by transportation and 88% did not feel that transportation was a factor in limiting their use of the library. In mode of travel, 93% of the users used a car and 6% used other methods, hitchhiking was cited as was the bus. Of the non-users, 85% used a car and 6% other methods. 9% failed to respond to the question. Again, similarities within both groups would indicate that this particular characteristic does not affect library use or non-use. It is interesting to note however, that in the survey of walk-in library users conducted in the library only 39% of the persons surveyed said they had used their car to travel to the library. Snowmass residents are clearly tied to their cars in order to reach the library and gas shortages and increasing traffic congestion may begin to limit Snowmass residents ability to reach the library.

SNOWMASS QUESTIONAIRE

Age	Users	Non-users
18 - 21	1%	3%
22 - 35	51%	50%
36 - 50	33%	29%
51 - 64	12%	15%
65+	1%	1%
No response	2%	2%
Totals	100%	100%

Occupations	Users	Non-users
Professional/ Management	29%	15%
Clerical	29%	30%
Laboring	16%	36%
Housewife	22%	5%
Student	1%	0
Retired	1%	9%
No response	2%	5%
Totals	100%	100%

Sex	Users	Non-users
Female	63%	33%
Male	37%	67%
Totals	100%	100%

CHAPTER VII

LIBRARY SERVICES AND PROGRAMS

Reference Department:

The library provides specific reference staff assistance, Monday through Friday, 1:pm - 5:pm. During the summer months volunteers staff the reference desk weekdays from 10:am - 1:pm. Volunteer duties include answering the telephone and assisting with directional inquiries. Reference question statistics show a decline for two years and then an abrupt increase in 1977 and 1978. The reason for this jump is due to a number of factors including better record keeping of statistics as well as a general increase in the number of reference questions received both in person and by telephone.

REFERENCE QUESTIONS

Year	Number
1972	6674
1973	4962
1974	4482
1975	2492
1976	2447
1977	6250
1978	6931

During 1977, the library answered 6250 reference questions which is approximately 18 per day. Telephone questions account for 51% of all questions asked. Broken down another way, 545 questions or 9% required extensive research, 2465 or 39% were directional in nature, 3240 or 52% were ready reference types of inquiries.

In a study of reference inquiries received over the past 20 months, 450 questions were analyzed as to time taken to answer the question, type of question and unanswered questions.

Number	Directional	Telephone	Reader's Guidance
450	101 - 22%	230 - 51%	115 - 26%

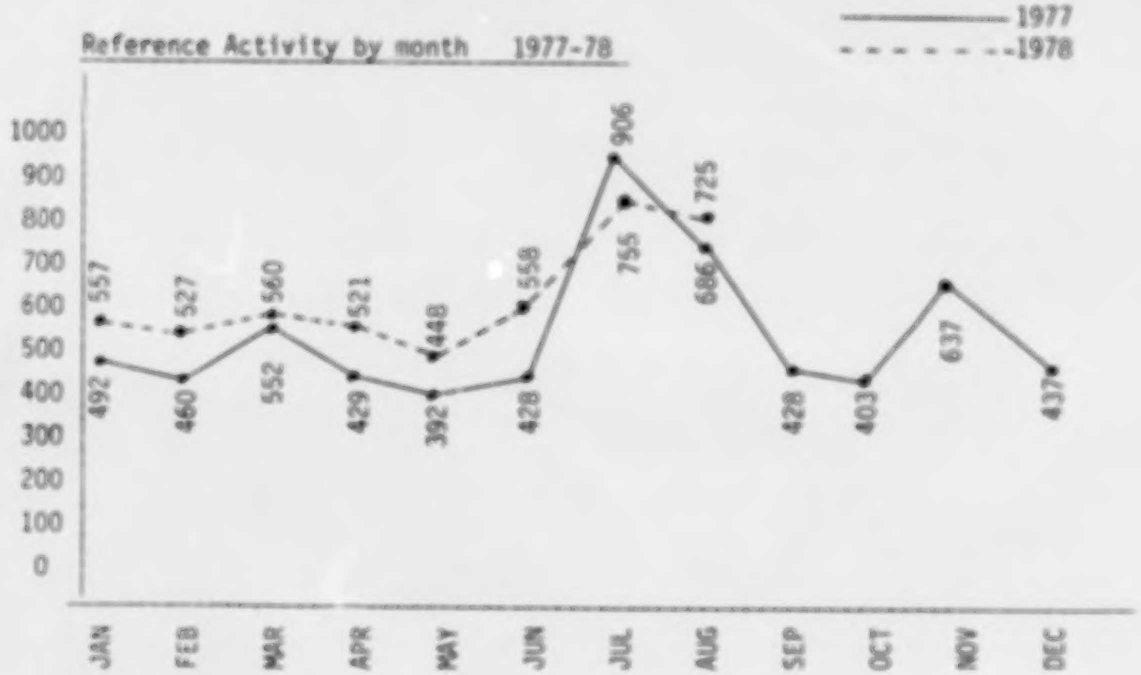
Average time taken to answer each question:

450	6.6 min.	7.8 min.	10.1 min.

According to this sample, 1% of the questions were unanswered.

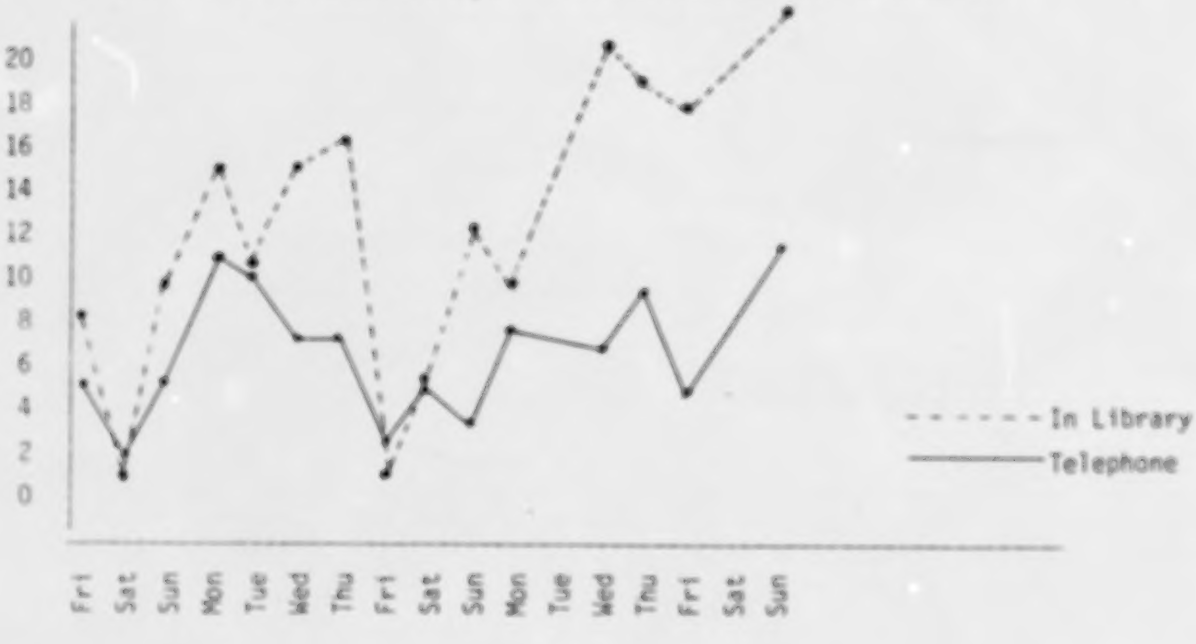
The chart below indicates summer months are the busiest for reference activity, which corresponds with the overall increase in attendance and circulation experienced June to August.

Reference Activity by month 1977-78



Reference Questions:

Fri. Oct 27 through Sun Nov 12 Chart by daily activity 1978



Reference materials comprise approximately 500 volumes or 2% of the total book collection. Expenditures each year for reference books are estimated at approximately 14% of the total materials budget.

The library presently subscribes to 137 magazine titles and 17 newspapers. Retrospective holdings go back nearly 10 years in many cases and attempts are currently being made to convert these retrospective holdings to microfilm to alleviate storage problems. According to the Interim Standards, a library serving a community of 10,000 - 24,000 should have 75 - 100 subscriptions, with 1 - 10 years of backfiles. Pitkin County exceeds these standards.

The library has recently begun to circulate duplicate back issues of magazines. It is hoped this service will be widely used as the community becomes aware of its existence. By replacement of in-house periodicals with microfilm and availability of circulating periodicals such as Newsweek, Time, Saturday Review and other popular titles, it is anticipated that theft and missing number problems will be greatly reduced with resulting better service for library patrons.

Other important, heavily used, elements of basic reference service include telephone directories from around the country, which are essential in a town heavily influenced by tourists. Clipping files from the Aspen Times and pamphlet files are also maintained. A 700 volume Colorado history collection provides answers to many local history questions. This collection is kept largely under lock and key due to continuing theft problems.

The reference statistics may have a number of implications for the library. In comparing the monthly reference activity with the monthly atendance/circulation activity, it can be seen that more attendance equals more circulation, as well as more reference activity. Certainly much of the reference activity reflected in the statistics is the result of non-resident, walk-in traffic using the library, particularly during the summer months.

The high telephone reference statistics should be examined as a possible way the library could reach additional library patrons, without drawing more people physically to the building. The library might want to train the library staff through Bell System telephone handling seminars and perhaps investigate setting aside a desk and a set of reference materials, perhaps the basic five: dictionary, almanac, city directory, telephone book and zip code directory, for fast reference assistance.

Outreach Services:

Outreach services should be an area of greatest growth and innovation on the part of the Pitkin County Library. For the past three years the library has been exploring possible ways of expanding services beyond the Aspen facility. Due to the population center being located in Aspen, historically few attempts have been made to serve valley residents in other locations. Additional book-drops around the county would be a desirable new service and the concept of a small branch at Snowmass Village should be given serious consideration.

In other areas, the library should actively continue to expand services. Library Day input from the public indicated a real interest in the idea of satellite subject collections. Certain professional groups such as real estate agents or accountants might be willing to share with the library costs of acquiring materials related to their fields. The idea of subject collections based outside the library facility was also discussed with positive comment form the public. The Visual Arts Library conception or the idea of a separate music-audio-visual collection have been explored and should be taken into consideration in future planning.

The library is presently working on additional programs.

1. The Sheriff's Collection of paperback books and magazines located at the Pitkin County Jail in the Courthouse. This collection will be maintained by the library. An inmate may also request specific titles or subject requests which will be delivered to the jail.

2. Video Project - The library has become a depository for video materials produced by the local TV station, Grassroots. The library will serve as an archive for Grassroots material while making the video tapes accessible to the public.

3. Aspen Visual Arts Center Collection - The Pitkin County Library and newly organized Visual Arts Center will cooperate to begin a small visual arts library, located in the Visual Arts Center. The collection will be funded one-third by the County Library, and one-third by the operating budget of the Visual Arts Center, and one-third by private contributions. The collection will be non-circulating, be administered by the Pitkin County Library and contain books, slides, museum catalogs and clipping files for artists and those interested in the fine arts.

4. Local Documents Microfilm Collection - The Pitkin County Library is administering the conversion of Pitkin County Governmental Documents and Studies to microfilm. This collection, when completes will be housed in the Courthouse, as well as the library to provide access to the public and city and county officials.

5. Snowmass Service Plan - During the winter, 1978-79, the library will be developing outreach services to Snowmass Village by providing a weekly film program for kids, a monthly Story Hour and installation of a book-drop convenient for county residents for returning library items.

6. Computerized Patron Registration - The library's patron registration files are being computerized and patrons are asked to give three areas of their personal interest. Eventually, a special interest newsletter and bibliographies will be prepared enabling the library to "target" information to particular individuals and groups.

7. Possible cooperation between the Chamber of Commerce and the Library might be explored to set up a comprehensive information and referral service for the community.

It would appear that the library's capability to respond to provide outreach services will be limited only by its ability and willingness to identify and respond to community needs and interests. As stated earlier, the library in Pitkin County serves an unconventional population and it may be most effective in its service to the community by attempting unconventional approaches to library service. Standard library procedures may be the least likely path to success in a wealthy, highly mobile, receptive community.

Children's Services:

The service goal of the Children's department is to promote enjoyment of reading through involvement of children and their parents in library activities.

The collection consists of fiction and non-fiction literature which appeals to children 2-12 years. Paperbacks, easy-reading, biography and reference sections are maintained. The collection consists of nearly 5,000 volumes with nearly 80% of the circulation resulting from fiction reading. A staff member is available 40 hours a week in the Children's Room. Other materials, such as puzzles, games and learning tools, have been added to the Children's Room in the past two years.

Children's programs include a weekly Story Hour held year-round on Wednesday afternoons, which is attended by 25-50 children, each week. Programs feature crafts, puppets, magic shows and mime. Many of the programs are suggested and conducted by members of the community. During the summer months, free films are shown on Friday afternoons and a "Monster Reading Program", in July attracted 75 children who received Monster T-Shirts as rewards for reading. During 1979 the library expects to initiate the first out-of-building services, by providing greater visibility for the Children's librarian in the schools, and by a Story Hour and Film Program at Snowmass Village for residents of that area.

The public library strives to involve children in library activities through school contact. Regular contact is made with the public and private schools to provide visibility for the library, to educate teachers as to library services and to assist in helping the library plan for classroom assignments. Class visits are encouraged and the library will willingly assist teachers in library education. An LSCA Grant to establish an in-service reference and library skills seminar for teachers being prepared jointly by the School and Library, will hopefully stimulate greater cooperation between the two institutions.

Records and cassettes of audio and musical selections are available for children in the Music Room. Children have been permitted to use the Music Room since 1976. Prior to that time it was exclusively for adult use. As noted earlier, Music Room attendance is 50% children and this heavy usage may indicate that the library might want to develop some children's music and audio-visual services in conjunction with the children's programs already in existence.

Service to children should be studied to determine the possible implications of the decline in the children population. The library may have to consider concentrating on establishing and maintaining a children's quality collection, rather than being concerned with quantity and expansion. The library should make every effort to determine what policies to follow with regard to service to children.

It is recommended that a mix of craft, film, entertainment shows be maintained as part of Story Hour presentations, but that emphasis continue to be placed on reading and reading fundamentals. Since it should be that the library has an obligation with children to insure they have maximum opportunity to experience and enjoy reading.

Some thought must be given toward establishing a stronger pattern of cooperation with the local schools. This is particularly important in light of the low school library staff and material budgets. One idea which might be explored would be to cooperate with the schools to provide a staff member who works a few hours per week within the schools, as well as in the public library. This staff person would be able to establish excellent contacts with school teachers and pupils with corresponding benefits for the library. An idea raised and discussed at Library Day would be for the public library to enter into a contractual arrangement with the school district to supply library services. The contract would specify tangibles to be supplied, in terms of staff, materials and programming. The advantage would be to have the opportunity to set up a non-duplicating, clearly specified library program. It is recommended that this approach be explored further. Perhaps a Joint Library Board of Trustees/Educational Development Committee could be appointed to undertake a study.

Finally, care should be taken to ensure that decisions regarding removal of the meeting room from the library do not adversly affect children's library programming. If further study is done to determine that children's programming does result in greater reading activity, then the removal of children's programming from the library would be detrimental to good library service.

Young Adult:

The library maintains a small young adult section on the mezzanine level alongside the adult fiction section. There are approximately 1800 books in the collection. No circulation figures are available, since young adult statistics are combined with adult statistics.

The value of the young adult section is unclear, since circulation rates are unknown and acquisition policies have been haphazard. No specific programs are offered for this age group, nor is it known whether the 12-18 group finds this collection useful and interesting. The 1970 census indicated that 678 individuals were between the ages of 14-19 in the county. This represents 6% of the population, a relatively small percentage of the total population. Based on the small size of the service group and the relative inactivity of the young adult collection, a number of decisions have been made to alter this collection. Young adult non-fiction will be discontinued. Non-fiction materials will be moved to either juvenile or adult collections. One wall of shelving will be replaced with face-out, bookstore type shelving with more room for display. A number of current materials will be purchased in paperback and placed on this display shelving. Cataloging and classification will be kept to a minimum in this area. The intention is to, hopefully, attract the interest of the teen-age reader, while at the same time not "sentencing" materials to a low circulation life by placing them in the YP section. The staff will be able to assist and direct youths to the areas of research needs in either the adult or children's areas. Further study over a year's time should be made to determine usage, as well as the best ways to identify and serve teen age needs, if such needs exist.

Audio-Visual Services:

Pitkin County is unique in possessing one of the largest audio-visual collections on the western slope of Colorado. The Music Room collection was begun in 1966 as a private donation of a local Aspen family as a memorial to their son. Over a period, 1966-1975, nearly 3,000 musical recordings, scores and books were donated. The collection, until 1975, was classical in nature and was expressly designed to serve the needs of the Aspen Music Festival students and participants with relatively low usage during the remainder of the year.

In 1976, the library budgeted funds for the music room for the first time. A staff member responsible for audio-visual services was hired and purchases of a wide variety of music including folk, rock and jazz were made. Over the past three years, a number of different types of audio-visual materials have been added, including videotape, 8 mm film and cassette recordings. Circulation services have been expanded since the time when no music material was permitted to circulate. Patrons may now obtain language tapes, books-on-tape, cassettes, phonorecords or scores for home use. Another major service change made in 1975 was to allow and encourage children's usage of audio-visual services.

Juvenile materials, both spoken and musical, were purchased by the library. As noted earlier, children's usage of the music room in 1978 was 50% of the total attendance which indicates a strong interest and acceptance of the services offered. Children are sophisticated media users through their exposure to television, as well as the use of media in the schools. It would appear the library has the capability of making a strong bid for greater usage by the juvenile population, if it continues to expand and improve audio-visual services.

The library also offers circulation of 16 mm, 8 mm, and slide projectors for a 24-hour period. Due to the popularity of this service, the library should consider additional equipment purchases in coming years. As of 1978, the Music Room was open 52 hours per week, with a paid staff member available for approximately 45 hours, each week, the balance staffed by volunteers.

Audio-visual services have increased in usage 6%, from 1976 to 1977, and 72% from 1977 to 1978, which seems to indicate that the changes in services have stimulated additional usage. There is no doubt that audio-visual services is an area of growth for the library. It is recommended that the library continue to fund the audio-visual services as part of the budget. It may be self evident, but, based on analysis of Pitkin County, it can be said that the town is unusual in terms of the population it serves. The library may want to be unconventional, to provide expensive services, such as videotape and film collections to attract a greater proportion of the town's population who will never be attracted to the library simply to check out a book. Another important aspect of the audio-visual services area is the potential role the library may serve in preserving local video productions, such as Grassroots Community Programs, local film, productions of local film producers and local musical output from the Music Festival and local performing groups. In some ways the library will address the patrons' future needs through maintaining an active, varied audio-visual collection and service.

One of the possible solutions to the library's space problem may be to move the audio-visual services out of the library, to create a separate facility. Benefits would include greater space for present library functions, relatively little service disruption, since most individuals seem to use the music room exclusively. Disadvantages would include separation of the children's room from access to services and extra costs for staff and space. This option may be a viable alternative and should continue to be explored.

Meeting Room:

The library's meeting room is available for individual reading or study, between the hours of 10:am-5:pm each weekday. After 5:pm, it is available for use at no charge by community clubs and organizations for meetings or presentations. The meeting room has a capacity of 50 persons. Furnishings include 50 seats, two couches, a movie screen, two TV sets, portable tables, 8 mm and 16 mm projectors and a blackboard.

January to September, 1978, the library sponsored and held 37 events in the meeting room, excluding Children's Story hour. The popular summer speaker series featured: discussions on wines, camping, career planning, weight control, mining history and interior design. Children's film programs, a Solar Energy forum were other events. During the nine-month period, January-September, a total of 104 meetings were held with attendance of 1425 persons. Usage of the meeting room is gradually changing, due to a number of factors. Fewer meetings are being scheduled by outside groups with the availability of the new Community Center. It should be noted that the library offers one of the only, or the only meeting space which is free for use by non-profit groups, which may mean the use of the meeting room will continue to be sought. The greatest changes have occured due to the library's increased needs for space. The room is used for the video viewing, film previewing and viewing. Between the hours of 10:am and 5:pm the room is used as a quiet study area. Nearly 1000 persons used the room in 1978 for studying, which may reflect the increased noise levels in the rest of the library, due to increased usage.

Conversion of the meeting room has been studied in order to provide expanded staff work-space. Library meetings and programs could be held at the Community Center, rather than at the library. In checking attendance and circulation patterns as indicated by the graphs on pages 85--87, children's programing in the library seems to stimulate circulation. The library may want to exercise caution in breaking down this possible connection of circulation and library programming. Library programs have been, and continue to be, a very basic part of the library's function and physical separation of these two functions may weaken library service.

Technical Services:

The technical services department orders, catalogs and controls all materials acquired by the library. Selection of materials is done by the Director and the professional staff. Various selection tools are employed. Selection suggestions are solicited from the public and most purchase suggestions are reviewed and ordered for the library. Gift books are reviewed by the Director and titles are added if they are felt to be of value. Gift magazines are also reviewed and many issues have been added to fill gaps in the collection. The library has entered into agreement with the post office to accept undeliverable magazines which it receives once per month. These magazines are added to the collection or distributed free to the public, a service which is very popular.

During the past three years every attempt has been made to reduce the amount of paperwork and routine necessary to acquire and process library materials. Continuation services are utilized for 100 reference books or annual guides, 15 government publications and all periodical subscriptions. Although the library formerly subscribed to the standard McNaughton Service, since 1978 books have been purchased outright, fully processed, from McNaughton and added to the library's New Book Collection. Cards are overslipped with plastic sleeves stating these books are in the new book collection. The plastic sleeves are pulled from the catalog at the time the books are placed in the regular collection at the end of 12 months. Implimentation of this system has eliminated a great deal of card filing and pulling associated with maintaining a standard McNaughton service, as well as eliminating charges on McNaughton Plan books. It is felt an added benefit is gained by the New Book Collection in the fact that the books are associated with the library and not with a book jobber, since it was felt the McNaughton name disassociated the books somewhat from the regular offered library services.

Processing of most library materials involves spine label , pocket , book card, dust cover , 3M detection strip and catalog cards. The preparation of catalog cards is handled as quickly as possible with an average cataloging delay of no more than seven days from the time the material is received. Many new books, approximately 50% are received from the book jobber with cards, while the remainder and any gift books are handled separately. The library currently subscribes to MARCFICHE, a monthly catalog service on microfiche. The microfiche is searched for cataloging. A master card is prepared and sets of cards are duplicated on the library's Xerox 4000 photocopy machine. Preparation time is minimal and the material is available rapidly to the public. In 1977, 4891 books were purchased, 2772 were gifts, 2119 were purchases. In 1978, the library added 4020 books, 1533 gifts, and 2487 purchases.

Catalog maintenance has been improved in recent years. In 1977, the adult catalog was split into two sections, author/title and subject. At this time all cards which were substandard, i.e., without titles, subject headings, spelling errors and handwritten, were pulled. Over a period of 30 days these cards were matched with books, collected in sets and redone. The effectiveness of the card catalog was improved, since nearly 3000 cards were pulled for books which had been physically removed from the library when it moved to new quarters in 1966. Both the children's catalog and adult catalog are receiving subject guides, cross-reference guides and an authority file is being prepared. All of these steps are calculated to speed access and reduce patron frustration when searching for materials. Weeding and inventory are on-going and should actively continue to insure access to the best possible collection. Based on the findings of a recent inventory study, and the experiences at Pitkin County, which show that the most popular books disappear and are not uncovered by reserve requests, the same is true for classics.[1] Through inventory it was discovered that Pitkin County no longer owned copies of The Yearling, War and Peace and A Christmas Carol. Weeding and shelf reading are necessary activities, particularly during the library's active summer months.

Due to major space/work space limitations, it is recommended that the library explore renting adjacent space in the Aspen Clinic building, or perhaps a cooperative processing center could be proposed with the school. The possibility of school space being utilized for processing might be very attractive since the school is within two blocks of the library and due to their shrinking enrollment, space might be available to the library.

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[1] Arlene Mangino. "Inventory: Luxury or Necessity" Wilson Library Bulletin, March, 1978 pp.574-575.

CHAPTER VII

CONCLUSIONS AND RECOMMENDATIONS

In some ways the history of the library is reversed from that of the town. During the period of greatest expansion for the town, 1967-1975, the library grew more slowly, losing pace with the population growth, the expansion of the economy, and changes within the community. The past three years have been years of stabilization for the town and the economy, while the library has continued to experience steady growth with an expansion of services and an increase in programs and materials. The library must make a commitment to a planning process which will involve identifying and choosing from among a number of alternatives for the future. How well the planning is done will determine how well the library is prepared to meet the needs of the future.

Governance:

That the Pitkin County Library undertake a Master Plan strategy for the next ten years in the county, which will briefly outline policy decisions and proposed directions of county library services. Recommendations from the Community Analysis Report and from the public should be integral parts of this Master Plan.

Financial Resources:

That the library work out a strategy for future funding. It is recommended that basic services continue to be funded from a local mill levy. Basic services may be defined to involve materials budget, program and public services money, operating funds for the building, and staff salaries. Aside from basic mill levy funds, the library should continue a campaign for additional outside funding sources to include an active Friends of the Library group, book sales, grants from local, state and private sources. It should be a basic strategy that the building be made as cost effective as possible, and that all rental or lease expenses be examined to determine if they are the most cost efficient means of acquiring equipment. Finally, it is recommended that the county continue to contract for as many services as possible from the county, as in the case with services of the Finance Office, Data Processing Department and Personnel.

Clientele:

1. That the library recognize that while it is serving a population that is relatively homogenous, in terms of age and education, in fact, the library's service population is quite complex in nature. Aspen's population is composed of year-round residents as one group, part-year residents which includes a seasonal labor force who live in Aspen three to six months a year, and a third group composed of the tourists who visit Aspen for a brief period, usually no more than seven days.

2. It should be recognized that while the library is most accessible to the permanent year-round Aspen resident, the labor force, which is composed of individuals with characteristics which determine that they are likely to use the library, in terms of their age and education, are largely disenfranchised by restrictive library application policies which demand a six month residency period in order to

obtain a library card. It should be the goal of the library to decrease residency requirements from six months to three months or less, and to initiate a continuing program of library information programs in spring and fall to insure that the transient residents are aware of the library and the services it can offer to them. With regard to the tourist, the library should continue to expect to provide services for the walk-in non-resident as a result of a highly visible and accessible downtown location. The library should also expect to provide telephone reference and on site staff assistance to the tourist as part of the library's role as a major cultural, recreational and information agency and resource in the community.

It appears from an analysis of the characteristics of users and non-users in the county that they are very similar in terms of education, age, and income. Factors inhibiting their use of the library may be attitude, distance from the facility or other factors. The library should continue to attempt to reach a greater proportion of the population, since they do have the characteristics which should make them library users.

3. Aspen's school age population is decreasing. Children under 14 presently comprise 14% of the population. If this decline in children in the population continues, the library must reconsider its policies regarding service to children. It is unlikely any further physical expansion of materials would be necessary, although this decision must also be weighed against the services offered to children through school library services. The declining enrollment presents a possible threat to the school library services due to funding cuts, and the public library may be called upon to increasingly support children's library services in the community.

4. Females represent a higher percentage of library card holders (67%) and are more heavily represented in circulation studies, however, studies of the in-house use of the library has determined that usage is nearly even (55% female/45% male). It must be recognized that circulation and in-house use of the library facility are different library functions and represent different needs when the library is planning future resource expenditures.

5. The homogenous nature of the population should not disguise the fact that small groups of elderly, foreign-born residents and handicapped individuals do exist and may in fact be largely invisible in the community. Futhermore, economic and social pressures such as the absence of housing, high prices for land and goods, may result in a shift away from the "ski bum" labor force characterized by relatively good education and young age, toward a labor force more willing to work for fewer expectations. Thus, the library may have to shift from serving a working force which easily accepts and uses the library to one less familar and less willing to use its services and resources.

6. The library must also be aware of the needs of residents living outside of the city limits. It appears from a comparison of residence distribution in the county and library users that library use may be inhibited by distance. Presently, the rural population is dependent upon Aspen since they are remote from stores and services clustered in town. The pattern of this dependence may change in the future, particularly in the case of Snowmass with construction of a market, post office and other stores which may affect library usage as residents travel less often to Aspen. Furthermore, with limited TV and radio reception, "downvalley"

residents may be more dependent on other sources for their information needs than Aspen city residents. Further study may be indicated to determine if there are significantly different library needs for this population.

Programs and Services:

The library should continue to expand its policy of service to groups and organizations. Pitkin County has a number of unique, locally focused communications facilities which can be utilized as tools to provide residents with information about the library. The library needs to cooperate with a number of groups, particularly the Historical Society, the Community Center, and the Visual Arts Center, to engage in policy discussions with these agencies to insure the best public service with the least duplication of effort since it is becoming increasingly apparent in an age of inflation and competition for the dollar that this approach will be more and more significant. Finally, due to the transient nature of the community, every effort should be made to seek out and educate about the library those persons who are the information gate-keepers of the community, since in a highly transient society they serve as valuable human referral sources for the library.

From information gathered on library programs and circulation, there appears to be a definite correlation between children's programs, story hours and films, and circulation. It is recommended that the library continue to schedule programs for children and that the meeting room not be considered for conversion to office work space with the resulting removal of library programs to other facilities such as the Community Center.

Innovation and flexibility should be key words for library services. Aspen has a highly receptive clientele, actual and potential, and every effort should be made to stimulate innovative programs such as the computerized patron registration file, credit card deposits and other specialized services.

Material Resources:

It is known that one half of the U.S. population never reads a book, and nearly 40% read only magazines and newspapers. From a study done in the State of Colorado, it is known that 76% of the population of the state watches TV or listens to the radio every day to obtain information about current events and the weather conditions. Audio visual services are one of the strongest growth areas in the library.

The library should make every effort to continue to expand and import the non-book resources of the library to attract a greater proportion of the population to the library. Pitkin County has adequate funding to purchase a wide variety of materials and it must be up to the library to present them to the public in the most innovative and useful manner within the community.

Library studies show that 23% of the children's collection may be missing or lost as compared with 8% for the adult collection. Further study must be done to determine the cause for this high rate of unavailability. Every effort must be made to increase the availability of this collection through better catalog maintenance, increased shelf reading and protection of the books from theft.

It has been discovered that juvenile circulation is 95% fiction and 5% non-fiction. Efforts should be made to improve non-fiction circulation, possibly by information programs through the school and library book programs. The juvenile fiction acquisition rate should be increased.

Physical Facility:

From information obtained at "Library Day", it appears the library's public in Pitkin County may favor a number of small satelite collections away from the main library facility. This idea should be explored further.

Building design should not dictate the nature of library service.

Snowmass appears to be an area with strong growth potential and a branch facility should be implemented within three years. A preliminary sample of the registration file taken first in May, 1977 of old library registrations showed Snowmass Village residents comprising 7% of the registrations. The population growth in this area seems to be reflected by the higher figure for Snowmass Village residents from both the later registration survey and the walk-in survey. It is hard, at this time, to determine the impact of Snowmass development on the library, but, if growth is mandated by the new Snowmass Village City Council, the library may want to establish a branch there. It may be conceivable that if Snowmass Village grows to 20,000-30,000 residents in 10 uears, as predicted by some, and Aspen maintains a 3% growth rate, the library may want to consider reversing its service position by constructing a main library at Snowmass Village, maintaining the Aspen library as a branch. Recent rumors of the possible move of the Aspen Music School and a number of other cultural activities to Snowmass Village may further support this kind of planning. Withour a doubt, residence distribution patterns of the population will greatly affect the use and type of service offered by the library.

The existing library building should be evaluated and possible limited space expansion should be undertaken within the next three years. Particularly if the library is going to continue to experience 12-15% annual growth in attendance each year.

Staff:

Every effort should be made to create a flexible, dynamic staff structure which capitalizes upon the small size of the library by allowing ultimate flexibility and challenge for individual staff members. It is recommended that future staff selections stress the importance of persons who are people-oriented, highly attuned to the individualistic, outdoor, casual life-style in the town. This is of primary importance if the library is to maintain active, vital contacts with the variety of community agencies, organizations and groups.

Continuing education is important for staff members, and should deal not only in education about the resources of the library, but should also provide training in the resources and special collections and facilities in the county to aid the staff in answering questions from a transient population which must be continually informed about the town.

Library Services:

Summer months, July and August, are the busiest for the library in terms of circulation, attendance and reference activity. Staff schedules, hours of operation, and library services planning must take this into account. Future study may also be indicated to determine if varied types of programing would be more attractive to certain groups at different times of the year, recognizing the seasonal nature of the area and a proportion of the population.

Every effort must be made to prepare joint programs with the school district. The school's library program is presently not sufficient to meet the needs of the school population, and every effort must be made to adopt a coordinated program, formally and informally, to insure school children access to the library and the maximum exposure to library services and programs. Approximately 162 children attend local preschools, which represents roughly 70% of the children of the 3 to 5 age group. The library perhaps should try to reach these children, and through the children their parents, to begin a library awareness program of the library and its services.

Aspen's geographically isolated position, which is rural yet urban, with a sophisticated population, dictates that the library determine whether it will assume additional responsibility to serve as an agency for special services, such as non-traditional education with librarians as educational advisors or as a rehabilitation agency offering services for tutoring or other special needs which have traditionally been out of the scope of the library's mission. Another area of leadership for the library would be to assemble union lists and catalogs of local collections in the community and work out formal and informal lending and access policies where and when possible to augment the collection and help provide additional services to the community.

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